

The

NOVEMBER, 1922

RETAIL DRUGGIST

of Canada

Published by
The Commercial Press Limited

51 Wellington Street West
Toronto



Put up in 8 oz. Bottle
Quadruple Strength

CAULK MERCITAN LOTION

*The New Principle Mouth Wash—Not like any
other—Positively Effective—Absolutely Harmless*

- Tonic for the Gums**—Stimulates healthful growth of cell tissues and has greater germicidal effect than any of the chlorine antiseptics.
- Purifies the Breath**—Helps to eliminate the characteristic pyorrhea breath and other malodorous conditions of the mouth.
- Astringent and Styptic**—Helps to harden the gums and to relieve excessive and persistent bleeding.
- Germicidal and Antiseptic**—The germ-killing action of Mercitan Lotion has been proved by bacteriological tests.
- Aids** in treatment of pyorrhea and other inflammatory and infective conditions of the mouth and throat.
- Combines** high germicidal action with healthful stimulation of cell tissues, desirable astringency, refreshing taste and fragrant odor.

CAULK MERCITAN SOAP

A MEDICATED TOILET SOAP

“The Fragrant Soap — Fatal to Germs”

CONTAINS only the purest soap with non-irritating and healing germicides.

MERCITAN SOAP should be used for washing the hands, face, hair, or the entire body whenever there is any danger of infection by personal contact during dental or medical treatment, by exposure to contagion or by contact with soiled or infected dressings, clothes, towels, handkerchiefs, napkins, bed linen, instruments, basin, etc.

CAULK DENTURE CREAM

The only preparation made specifically to clean artificial dentures (false teeth) and removable bridges

Approved and recommended by the dental profession. Not a tooth paste—not intended for use on natural teeth.



Put up in 5 cake cartons.

THE L. D. CAULK COMPANY OF CANADA, Limited

(U.S.A. Laboratories at Milford, Delaware)

172 JOHN STREET

TORONTO

RS
1
R48
v. 9
no. 11
1922
c. 1
PHARMACY

Bayer Gives "Free Goods"

On Mixed Orders Equivalent in Value to Orders Listed Below

1/2 Doz. 12's FREE with 3 Doz. 12's	1/2 Doz. 24's FREE with 3 Doz. 24's
1 Doz. 12's FREE with 6 Doz. 12's	1 Doz. 24's FREE with 6 Doz. 24's
2 Doz. 12's FREE with 12 Doz. 12's	2 Doz. 24's FREE with 12 Doz. 24's

In Addition Your Jobber Allows—

5 %	net on	3 Doz. Assorted
7 1/2 %	net on	6 Doz. Assorted
10 %	net on	12 Doz. Assorted

Stock "Bayer" in quantity sufficient to take advantage of Free Goods and Discounts and Greater Profit. Absolutely no risk.

"Bayer Tablets" of Aspirin are guaranteed to sell. If for any reason they do not move fast enough to suit you, send them back and get your money.



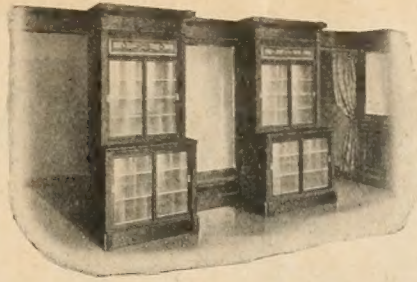
Bayer-Tablets of Aspirin



Aspirin is advertised in your own home newspapers and the magazines. You can share, without cost to you, in the business created by this big advertising campaign by showing a Bayer window display in colors. Write for it today.

THE BAYER COMPANY, Limited, WINDSOR, ONTARIO

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



Display Units That Combine To Make An Attractive Store

Drug Fixtures in units that display and store properly every item of merchandise in a modern Drug Store. Interchangeable, moveable, handsome in design, made ready for immediate shipment and sold at a moderate price.

Show Cases to correspond with Unit System that gives 100% efficiency in display and service. Carried in stock in all sizes for immediate shipment.

IMITATED
AND
COPIED



BUT NEVER
EQUALLED

Display Your Christmas Goods Effectively By The Use Of JONES UP-TO-DATE EQUIPMENT

You can greatly increase the sales pulling power of your Christmas displays by the use of Jones Sectional Units and Showcases.

Well displayed goods are bound to sell. We can make immediate shipment for Christmas trade. Let us know your requirements now.

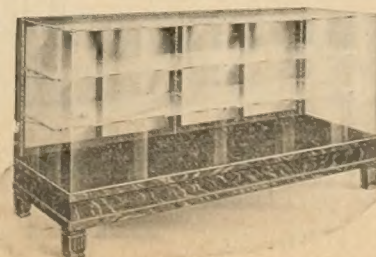
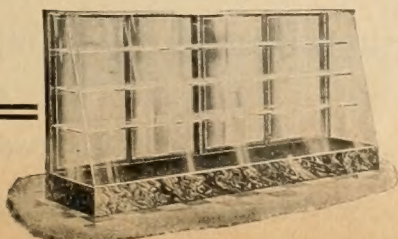
JONES BROS. & CO., LIMITED

Western Branch:
437 Main Street WINNIPEG, MAN.

Modern Drug Store Builders


20-31 Adelaide St. W.
TORONTO, ONT.

Eastern Branch:
71 Bleury Street MONTREAL, QUF.



The Family Laxative

CONTENTS 5 FLUID OUNCES
PURE
PEPSIN SYRUP COMPANY



DR. W. B. CALDWELL'S

**LAXATIVE
SYRUP PEPSIN
COMPOUND**

ALCOHOL 4½ PER CENT

Prepared from Dr. Caldwell's original formula (1892):

Alex Senna	Cassia
Pepsin	Peppermint
Cascara Sagrada	Aromatics
Pure Cane Syrup	

NO MERCURIALS NOR NARCOTICS

FOR CONSTIPATION

and its attendant ills, such as Biliousness, Sick Headache, Sour Stomach, Heartburn, Bad Breath, Flatulence, Etc.

Owing to its mild action and pleasant taste the Ideal Laxative for children, women and old folks, and all those who cannot stand a harsh purgative.

A pleasant laxative compound composed of plant drugs known to be beneficial to the human system when an evacuant is indicated, acting gently on the system as a cleansing agent to relieve Biliousness and Habitual Constipation. Many colds, headaches and fevers arising from Sour Stomach and Sluggish Bowels are readily dispelled by its use.

PRICE, 60 CENTS

MADE IN CANADA BY
Pepsin Syrup Co., Limited
SOLE PROPRIETORS
TORONTO ONTARIO

I recommend Dr. Caldwell's Laxative Syrup Pepsin Compound as the best family medicine ever used as a laxative. It does not become neutralized to the system as many other medicines do, but on the contrary the dose may be gradually reduced until Nature exercises her proper functions.

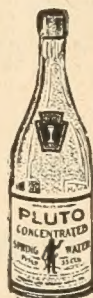
W. B. Caldwell M.D.

Pepsin Syrup Company, Limited

OFFICE AND LABRATORY

Stafford & Defoe Sts. - Toronto, Ont.

"GRATEFUL"



Gratified customers are constantly passing your store who bring you their prescriptions for

Pluto Water

and other remedies. If you allow your stock to run low you will lose not only money but now and then a customer who objects to waiting.

Keep a case on hand and use our customer puller window displays which will keep the cash register working.

Liberal living profits and quick sale, no dead stock.

Bottled by the

French Lick Springs Hotel Co.

French Lick, Ind.



PLUTO

The Holiday Season is approaching

We carry a large assortment of all the best French, American and English Perfumes and Toilet Articles, such as:—

Roger & Gallet's
Houbigant's
Coty's
Piver's
Pinaud's
Rigaud's

Grossmith's
Hudnut's
Atkinson's
Rimmel's
Lubin's
Vivaudou's

Look up your stock and send us your requirements. Ask our representatives for prices.

The Lyman Bros. & Co., Limited

TORONTO

ONTARIO

Wholesale Druggists Since 1838

EVEREADY

FLASHLIGHTS & BATTERIES

Will Add Greatly to Your Christmas Sales Profits

EVEREADY advertising will this year turn a large portion of the Christmas Gift Trade to Eveready dealers. A smashing poster campaign will be on the boards a month before Christmas. Right on top of this comes a nation-wide advertising campaign in the newspapers and magazines. Attractive window displays and some wonderful sales helps are ready for your use.

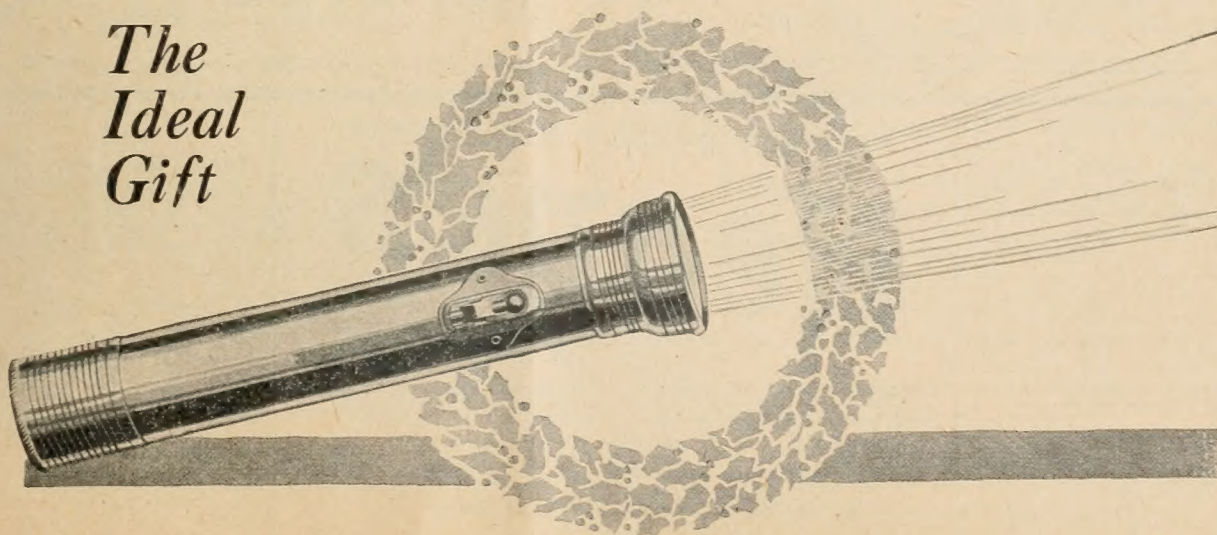
All to help you sell more Eveready Flashlights this Christmas than have ever been sold before. Eveready Flashlights are ideal gifts for every member of the family—and every man, woman and child in Canada is going to know about it before another month has passed.

This is the biggest undertaking in our history, and it is going to mean *real money* for every retailer who gets in line with the Eveready Christmas Drive.

Ask your Jobber for full particulars—how you can get a generous share of the Profits Eveready Dealers will make this season. He will be glad to tell you about it.

CANADIAN NATIONAL CARBON CO., LIMITED
Montreal Toronto Winnipeg

*The
Ideal
Gift*



ANSON DULMAGE

DRUGGISTS' BROKER

I FIND BUYERS AND SELLERS OF DRUG BUSINESSES

THIS IS THE ONLY AGENCY IN CANADA DEALING EXCLUSIVELY IN THIS LINE OF BUSINESS.

I AM PUTTING BUYERS AND SELLERS IN TOUCH WITH EACH OTHER CONSTANTLY.

If YOU want to buy or sell, communicate at once.

Winnipeg Office:
322 SOMMERSET BUILDING

CALGARY AGENT
E. P. LEACOCK
4th Floor Elma Blk.
CALGARY ALTA.

Saskatoon Office
C. P. R. BUILDING

Advanced Price 25s. net.

Chemists 23s.

Reprint of Nineteenth Edition

SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL
7 Gt. Marlborough St., W. 1.

The Chemist and Druggist says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

The Prescriber says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

The Perfumery and Essential Oil Record says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on
application

SQUIRE & SONS, LTD.
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King



Sunset
Quality

*Has Never Been
Approached By
Any Other Household Dye*

SUNSET—
*Costing more to
manufacture—
having more
merit— giving
better service—
creating a better
opinion from
all who handle
it—will main-
tain its stand-
ard, the highest—
and its price
15c will not be
changed.*

Because: when the making of a powdered dye is finished, that is where the real manufacture of SUNSET begins. It is then that we put into each cake the "know how" of the professional dyer that makes such wonderful results, so easy to obtain with SUNSET. It costs real money to put this quality in, and there is no margin for the bait of "free goods"—but there is the positive assurance to the dealer that he is selling his trade the finest household dye ever manufactured in any country—bar none. Your customers know this quality and that makes SUNSET a sure repeater.

SUNSET
SOAP DYES
ONE Real Dye For ALL Fabrics

Sales Representatives
Harold F. Ritchie & Co., Ltd.
10 Mc Caul St., Toronto, Can.
North American Dye Corp., Ltd.
Manufacturers
Toronto, Canada.

Used in Hundreds of Hos-
pitals and Child Welfare
Centres and Creches

DOCTOR . . .

L.R.C.P., L.R.C.S. Ed., L.F.P.S. Glas., etc. (Leeds), writes:—"Your Neave's Food is suiting our youngster admirably, for which we are very thankful. She was not doing well on cow's milk and water alone."

DOCTOR . . .

D.Sc. Ed., B.Sc., M.D., M.B., C.M., D.P.H. (Park Lane, W.), writes:—"I take every opportunity of recommending both your Milk Food and Cereal Food as the best scientific preparations where breast feeding is contra indicated."

YOU CAN SAFELY RECOMMEND

Neave's Foods

Their use is counselled by leading Doctors, Medical Papers and Institutions. "Neave's" is the oldest of all Infants' Foods and has been sold all over the World for nearly a century.

Sold in Tins Specially Packed for Canada.

Manufacturers:
JOSIAH R. NEAVE & CO., Fordingbridge, England
Agents for Canada: **Stroyan-Dunwoody Co.,**
305, Confederation Life Bldg., Winnipeg

Nearly 100 Years Estab-
lished Reputation.

Gold Medals, London, 1900
1906 and 1914; also Paris.

A TORONTO MOTHER:

Mrs. J. W. Pateman, 34 Harriet St., Toronto, in writing about Neave's Food says "When I first knew one of my friends her baby Jack was eight months old and dying by inches. She had tried three Foods because her Jack could not digest milk. At last I fetched her a tin of Neave's Food. At the end of a month, Jack was rapidly gaining flesh and was bright and happy. He is a lovely boy now and she declares Neave's Food saved his life." And it did.

Collapsible Tubes



Betts
make
the best

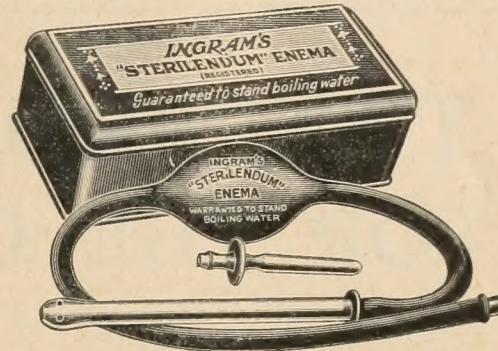
METALLIC CAPSULES,
COLLAPSIBLE TUBES,
SPRINKLER CORKS,
TIN FOIL
or LEAD FOIL.

Betts & Co. Ltd.
1. Wharf Rd., City Rd.
London N.1., Eng.

Established 1857.

INGRAM'S BRITISH-MADE SEAMLESS ENEMAS

The "STERILENDUM" Enema (Regd.)



STERILIZABLE IN ITS ENTIRETY
Fitted with Aseptic Glass Pipes and Valves. Guaranteed not
to Split. No Metal Parts. Best Quality Rubber.

INGRAM'S REGISTERED ENEMAS:

"ADAPTABLE"	"ATALANTA"
"ECLIPSE"	"UTILEMA"
"STERILENDUM"	"ZENITH"
"ZEBINA"	"PERFEX"

INGRAM'S LONDON
Original Inventors and Manufacturers of the
Seamless Enema

The "ZEBINA" Enema (Regd.)



Guaranteed not to Split. Ordinary Bulb.)
Practical Workmanship. Perfect Construction.
Fitted Complete with Bone Rectum and Gum Vagina Pipe
and Leather Shield, and packed in an attractive Card Box.

Selling Agents throughout Canada, Sharland &
Co., Eldon St. House, London EC2, England

Samples and prices can be obtained from Sharland & Co.'s
sub-agents, Messrs. SNIDER & BOSSONS—

13 Leader Lane, Toronto
401 Canada Building, Winnipeg
Terminal City Club, Vancouver

Made by the firm of Ingrams, London, Scientific Manufacturers of Surgical
India Rubber Goods, Established in London in 1847, and whose Brand
"Ingram's London," is a guarantee of Quality.

J. G. INGRAM & SON, Limited
The London India Rubber Works
Hackney Wick, LONDON, E.9., England

STARR PHONOGRAPH PAGE

Probabilities :—Fall Business Will Be Brisk This Year

TWO PROFITABLE LINES FOR THE COMING SEASON



STARR PHONOGRAPH (Style 3)

These
Two Additions
To Your Stock
Will Pay The
Complete
Overhead
Of A Large
DRUG STORE



STARR RECORDS

Here are two lines it will pay you to add to your stock for fall and winter trade. Many druggists are now selling cameras and films and many are turning to "Starr Phonographs and Starr (Gennett) Records."

These two lines will pay your complete overhead without any additional staff or equipment. It will be well worth your while to make yours a "Starr Store" by linking up with these two fast-selling lines and cashing in on the "Starr" selling support.

24 hour service on records and 99 per cent service on phonographs, so place your order now for the quick delivery.

Write Us At Once—Delays Pay No Dividends.

STARR COMPANY OF CANADA Limited
LONDON - CANADA

*Distributing
Centres :—*

Vancouver

Edmonton

Montreal

St. John, N.B.

PHONOGRAPHS AND RECORDS AS CHRISTMAS GIFTS

Live druggists will take advantage of these appropriate lines during the gift season—
A drawing card for other lines.

WE are now approaching the season when the average dealer begins to consider the best plans to adopt in order that he may make the most of Christmas trade. The drug stores in Canada usually come in for a good deal of extra business during the Gift season and dealers should be quick to grasp those lines which will make appropriate gifts.

Because phonographs and records make excellent Xmas gifts they should be featured strongly and it is none too early to begin to boom them for gift purposes. The purchase of a phonograph entails a larger expenditure than the ordinary Christmas gift and is generally given a good deal of consideration. There the need of getting prospective buyers thinking of them right away. We could cite here the methods of a host of dealers who have used many and varied schemes in order to make the most of the phonograph and record business at Christmas time. We will however mention those of one or two.

Brandon Drug Store Has Attractive Music Room

Kennedy's Drug Store, Brandon, Man., has fitted up a splendid music department on the second floor. With this modern addition machines can be demonstrated to good advantage and prospective customers know that here they can see a machine and listen to it without disturbance: a feature which is not possible where machines are demonstrated in the main store.

Sound Proof Parlor Feature of Owen Sound Store

Another drug store making a successful drive on phonographs and records is Parker & Co. of Owen Sound. Sound proof parlors have been installed in the store for the better demonstration of phonographs and records and are found an immense advantage in effecting sales. Many unique methods have been used to give greater publicity to this department.

Displays a Necessity

The phonograph and record business is no different from any other. Every line of goods must be shown to be recognized by the public. You cannot sell a phonograph if you never take it out of the packing case. The customer must be convinced before the sale is made. Some dealers may think that window space is too inadequate to show phonographs but it has been found that even if only one machine is shown in this manner it is a big drawing card. Demonstrations are also very necessary. Don't be afraid to let the customer hear the tone of the machine, and play over several records, at the same time pointing out the advantages of the particular machine you are handling.

Phonographs and Records Make Excellent Gifts

The druggist has many opportunities at the Christmas season to suggest a phonograph or a few records as an ideal Christmas gift. There are now many easy methods by which these machines can be bought and customers can often be induced to make an investment in a good machine, or

even a varied selection of records for some one who has a machine.

A Drawing Card for Other Lines

The M. K. Drug Co., Queen St. E., Toronto, make good use of their machines to attract people into the store. A machine is placed in a prominent place near the door and a popular record is played. The writer has seen people stop and listen to the music for some time and then pass into the store. Although they don't all buy a machine, a record is often purchased and also they are reminded of some other article which they are in need of and a sale results. This will easily solve the problem of many druggists "How to get people into the store."

Keep All the Latest Records

It is important that all the latest records be kept in stock. Manufacturers of phonographs and records send out a monthly catalogue of the latest records and the dealer should have several of these on hand. The writer noticed one druggist say to each customer who made a purchase of any article in the store when they were going out "Have you received a copy of our latest record catalogue?" and he would then give them one to be looked over at home. This resulted in much business which would otherwise have gone begging.

In summing up let us say that it is to the advantage of every dealer to put in a line of good phonographs and have on hand a goodly stock of records in preparation for the big Christmas season.

HAMILTON DRUGGISTS ELECT OFFICERS

At the annual meeting of the Hamilton Retail Druggists' Association, held during the month, the following were elected officers for the ensuing year: C. R. McBride, president; Geo. Wood, vice-president; Roy Parke, secretary-treasurer.

The entertainment committee for the year is composed of J. A. Zimmerman, C. Wilson, U. L. Campbell, A. E. Drewery, P. J. Dunnigan.

Co-operation committee—Geo. Knowles, C. Craven, Wm. Bass, C. Cook.

Sick Committee—Geo. Wood, V. Christilan, Geo. Gerrie.

Reports were received and read of the work done during the year, especially from those who had to do with the O.R.D.A. Convention in the early summer, and votes of thanks were tendered all who assisted.

SMILES

Next to sunshine a smile is the most cheering thing on earth. It radiates hopefulness, dispels gloom and inspires confidence.

When business is good, smile; even when it isn't so good, smile anyway. Smiling is contagious and a general spirit of optimism is the inevitable result of an epidemic of it.

McNair Gets Christmas Holiday Business

How a small town druggist
got off to an Early start

WE are the largest dealers in holiday goods in a town of six thousand inhabitants, and the pains we take to maintain that position has a great deal to do with keeping our store talked about almost the entire year 'round, thus writes J. S. McNair in the Bulletin of Pharmacy.

During the last week in October we begin to arrange for the proper display of the lines that are to be featured at Christmas.

Bills for the holiday assortments ordered are checked over so that we may become familiar with the nature of the goods before they actually arrive in the store. Using the bills as a basis, we assign the goods to various sections and divide the sections into different parts. This arrangement is the one to be followed when we begin to distribute the stock in the store.

A chart of the arrangement plan is drawn up and hung on the wall in the back room. The clerks study the chart and are invited to make any suggestions that may result in improvement, either in ease of handling or in affording better display.

Our first advertising announcements are sent out on the tenth of November and consists of six-page booklets measuring 5 by 7 inches. The illustration on the cover usually shows a home scene of some kind with Santa Claus on the chimney or looking down into it. The inscription on the cover reads "Getting ready for the happy days that are soon to come."

At the top of the first page is printed the heading "Holiday Announcements," and under it we run notices of events that are to take place during the coming season. Church doings and society meetings are particularly featured.

Little announcements consisting of short paragraphs which give the public an idea of the new things we have on display for the holidays are inserted at various places on the pages. There is usually one paragraph near the top of the page, a second through the middle, and a third at the bottom.

The final page of the pamphlet is devoted to Thanksgiving announcements. On it we tell about the principal social events that are to take place and call attention to articles in our stock that are particularly appropriate for the occasion. At the bottom of the page is a line which reads "See our Thanksgiving Windows."

Although we do not aggressively feature holiday goods during the two or three weeks preceding Thanksgiving, we are just about ready for the business at that time and take care to have on display a number of signs calling attention to articles that are particularly suitable for "send-away" gifts. We usually make quite a few sales to customers who are preparing to send gifts a considerable distance, and we also lay away many articles for patrons who like to make early selection. A deposit is required, of course, an anything put aside for future delivery.

During November we wrap up with each purchase a

card announcing our holiday opening, which is held from the first to the fifth of December.

Beginning the very first day of December we trim our windows with holiday goods and put up large signs announcing the "opening" date. At this time, also, liberal-sized ads are run in the local newspapers. These advertisements announce the opening and feature lists of goods that make suitable gifts for every member of the family. Each list is priced.

For the opening days we have ready a number of appropriate souvenirs and these are distributed to the women who visit the store. One season we gave away small hand-tinted cards portraying "nature" scenes, and over 500 were disposed of in a single day. Purchased in lots of a thousand or more the cost was only 5 cents each, and as the majority of the cards were hung on walls in the home the value of the advertisement was a far-reaching one.

All through the Christmas season we endeavor to make our window displays and store interior especially inviting, and our newspaper advertisements are written for the purpose of bringing people to the store.

While handling the business each year we are constantly on the watch for ideas that may be useful for the season a year ahead. These are filed for future use.

Our clerks are instructed to note which articles sell the best and also to jot down the names of articles which we do not carry but which seem to be in more or less active demand. To ensure these notes being made we offer prizes to the clerks who make the best suggestions and to those who submit the largest number of suggestions.

After Christmas Day has come and gone we hold one week a January left-over sale in order to dispose of odds and ends. Then, when this sale is over and an inventory has been taken, we hold a get-together dinner, which is attended by our regular clerks and by the extra helpers who were hired for the rush period.

At this dinner the suggestions submitted by the clerks are read and the prizes awarded by a vote of all those present. When the meeting closes we know in a measure what lines it will pay to feature next season.

There is, moreover still another benefit resulting from this method of treating our clerks: we get the pick of the best extra help in town, and so anxious to work for us are a number of the clerks that they speak for positions a year in advance.

OUT OF THE NORTHERN FIRE

The recent disastrous fire in Northern Ontario, which wiped out Haileybury and several other neighboring towns, brought out a number of incidents which proved once again that the world has yet its heroes. And the drug men have not to take second place when it comes to dealing promptly and effectively in any emergency.

Alfred Taylor, whose store in Haileybury was destroyed, paid a visit to Toronto a few days after the fire, and he had an interesting tale to tell of the wonderful work done to get the people out of the fire zone. Mr. Taylor himself stayed in his store at work the day of the fire until the smoke got so thick that he couldn't see to work. "Two men who deserve great credit for their work," said Mr. Taylor, "are Dr. W. D. Arnold, of Haileybury, and A. P. Knechtel, of Liggett's drug firm. They helped get the patients out of the hospital and worked like Trojans. I don't think there was one of the patients harmed."

Grasp the first opportunity, it might be your last.

TIME TO GET READY FOR THE CHRISTMAS SEASON

Lay plans for the holiday trade—Advertising and decorating two important features—
Perfumery, candy and stationery, staple holiday goods.

HOLIDAY plans now ought to be under way. Advertising and decorations should be planned well ahead of their use. If you wait until it is time to run your Christmas advertising and then try to get it up with the printer waiting, it will not be anything like as a good advertising as if you begin work on it well in advance and write and rewrite the copy until it says just what you want it to say in just the way you want it said.

If you leave it to the last week for decorating the store and then satisfy yourself by sticking up an artificial wreath or two and by stringing a few strands of ornamental paper across the wall-case tops, your store will not profit in any degree by the decorating. Rather the reverse.

The time to decorate is early in order to hasten the development of the Christmas spirit in people; and the way to decorate is by the use of greens and holly and crepe paper, plain and in Christmas patterns, and other helps of a class that will make the store look artistic, not merely loaded with trashy looking garlands of an obviously artificial sort.

You may have no better values or no more attractive goods to offer because your store is well decorated, but such decorations are going to make yours look like one of the Christmas stores of the town, and when people go shopping they are going to visit the places that have the holiday look on the outside as well as the holiday stock on the inside.

Dress the outside of the store with greens. Border the

windows with them. Cover the panels under the windows with them. Use more light than usual to make your store conspicuous. Have a banner or sign out announcing your holiday stock. splurge on this appeal for the Christmas trade. Without any special effort you could probably sell some goods, but why not bear on harder, go after the trade as strongly as you can and sell out all your holiday stuff and make some money on the deal instead of having the profit left tied up in stuff that must be shoved off through the coming year?

There is perfumery. Ordinarily you have a few expensive packages left over and you perhaps manage to get rid of them during the year to people who want to make somebody a present, but they often know they are buying left-over stock and force you to cut the price. Why not get rid of all that line this December and buy some new stuff for the later occasional sales? It can be done if you will work hard enough, if you try hard enough.

To Move Perfumery.

Make up a little booth for your perfume stock by draping decorative garlands and tinsel from a point above the case. Hang some special lights there and keep them lighted on dark days as well as at night. Then make free use of atomizers to sample the odors and inspire the clerks to exercise salesmanship on the high-priced perfume packages by offering a little premium for the sale of the expensive

SUITABLE ARTICLE FOR XMAS GIFTS

Lines To Feature By The Druggist

Books	Chocolates	Memo books	Sporting goods
Bill books	Diaries	Magic lanterns	Stationery
Brass goods	Ebony goods	Mirrors	Songs
Brushes	Fancy baskets	Music rolls	Shaving sets
Cameras	Fancy trays	Novelties	Silver goods
Cards	Fountain pens	Playing cards	Scissors
Celluloid goods	Flashlights	Phonographs	Toys
Cutlery	French ivory	Photo supplies	Toy books
Calendars	Games	Photo enlargements	Thermometers
China	Greeting cards	Post cards	Thermos bottles
Cut glass	Handbags	Perfume	Toilet preparations
Cigarettes	Hot water bottles	Pictures	Tree novelties
Cigars	Inkstands	Pennants	Tobacco
Cards cases	Jewel cases	Pipes	Tobacco pouches
Candlesticks	Jewelry	Razors	Vases
Candle shades	Leather goods	Razor strops	Work boxes
Cuff boxes	Magazines	Records	Xmas cards
Collar boxes	Manicure sets	Sewing sets	Xmas novelties
Cards	Military brushes	Smokers' sets	Xmas bells

stock. Sell those high-priced items by interesting people in them and make them appreciate their value. There are enough men coming to your store for Christmas gifts for women or their families and acquaintances to buy all the high-priced perfume you have several times over. But it's necessary to see that they get a chance to buy it.

Just because at holiday time people come in and buy something of this kind without being urged is no reason

bought as a last-minute gift. Advertise it enough to remind that you have the goods, and then, at the very last, bear on hard. Get it right out in the aisle where nobody can miss it. Have a box or two opened so the contents will tempt customers and allow them to see just what they are getting. Put plenty of bright-colored decorations around the candy section. And put in candy window displays for the last few days.

Your experience probably teaches you that Christmas candy is mainly bought by men, and that men do their Christmas shopping, outside of the highest-priced gifts, at the last minute.

Last-Minute Sales

This same condition rules to quite an extent in stationery and perfumery. The best perfume sales are to men. I have found myself within a few days of Christmas and the holiday perfume stock hardly starting to move, only to have the masculine trade rush in during the last three days and clean it up to the last bottle.

This may suggest as a principle that the early work should be along the lines that appeal to women buyers and that the advertising ought to be mainly to the women.

Women are very largely the buyers of useful gifts. The hot-water bottles, the hair brushes and combs, the fancy

BARRIE'S DRUG STORE

December 5, 1921

Mrs. L. J. Harris,
West Maple Street.

Dear Mrs. Harris:

Each of us is now trying to solve the big annual puzzle: "What shall I give for Christmas?"

We are all anxious to show our good will with gifts that are useful, as well as appropriate,—and it is just here that our store is in an unequalled position to be of real service to you.

For the benefit of our customers, we now have on our counters a line of Christmas gifts which your friends and relatives will be delighted to receive.

We are attaching a list of some articles, which will indicate the wide selection we have to offer. You can purchase many of these here at a pronounced saving.

May we not assist in making your Christmas shopping this year less of a financial and physical burden than it has been to you in the past?

Very truly yours,

Barrie's Drug Store.

Sales letter suggestive of Christmas gifts to be found in drug store.

for neglecting salesmanship and feeling lucky that they buy as much as they do. Sell them better things and don't just leave it to them to look around and take what they think they can make do. Men are earning better wages now and bigger salaries. They will spend liberally at Christmas time if given the opportunity.

Candy is Good Christmas Line

The confectionery stock ought to be closed out at Christmas too. You know what it is to have from one to a dozen expensive boxes left over, while all your regular customers know they are left-over stock and any one else who understands the game will recognize the holiday boxes and fight shy of them after December 25.

One five-pound box that costs you \$3.50 will, if it sticks until it is a loss, take away the net profit from the sale of \$35 worth of candy. Get rid of all those big babies while people are in the holiday mood, and if you can't get one price for them, get another. They detract from the looks of your stock as soon as Christmas is past. A five-pound holiday box, in a show-case full of fresh candy, just brought in in January, will cause the whole thing to be classed as left-over stock. If you do have Christmas boxes left over, don't camouflage them. Put them right up on top of the case and advertise them for what they are: "These Christmas Packages Are Still Perfectly Fresh. Price Cut to \$4.00 Each While They Last."

If you make a special feature of Christmas candy, give a conspicuous place, and have all the boxes plainly priced. Push it during the last three days before Christmas. There is not much use trying to sell it earlier, as candy is usually

WOODRUFF PLACE PHARMACY

Hamilton, Ont.

December 5, 1921

Mrs. H. G. Martin,
6950 Chester Ave.

Dear Mrs. Martin:

We have arranged our stock this year with the end in view of helping you do your Christmas shopping early, and with the utmost convenience.

You can purchase here a very wide variety of appropriate and useful Christmas gifts, without suffering the inconvenience and the very great annoyance of mingling in the crowds of the down-town shopping districts.

We believe it is only just to you that the service we give you throughout the entire year should be expanded during the Christmas season, when it is more demanded by you than at any other time.

We are attaching a list of articles, which will indicate the wide selection we have to offer.

May we not assist in making your Christmas shopping this year more pleasant and, we believe, more economical?

Very truly yours,

Woodruff Place Pharmacy.

A letter such as this mailed to your customers should bring much added business.

soaps and other toilet supplies for the family Christmas, are going to be bought by the women. Make your advertising appeal right to them. Forget the men until the last week.

Give The Proper Atmosphere

By taking these useful gifts out of their regular stock places and placing them in holiday groups with holiday decorations around them you will make people feel like buying them, for arranged in such a manner the goods have an appeal that is entirely over looked when they are displayed in prosaic, every-day fashion.

It is entirely possible, of course, to get up a big Christmas business without stocking any special Christmas goods, but it will be found that if there is no special holiday stock, the store will lack somewhat in its appeal to holiday shoppers. A store that goes along in the even tenor of its way at Christmas will pick up a little holiday money, but it may very easily lose much more to those stores which have the proper seasonable atmosphere.

Christmas business is worth going after hard, and the

way to make money on it is more hard work in speeding up sales on standard goods than in overloading with a lot of mere Christmas junk.

Many a druggist has spent more money in a trip to the city to buy Christmas goods than he netted as a profit on the sale of the goods. He has learned too late that the money made on the holiday trade must be made on what he sells and not on what he buys. And the next few weeks are the time to make it—to-day is the time to begin.

LET YOUR WHOLE WINDOW SPACE SHOW CHRISTMAS GOODS

A talk to druggists on gift window possibilities—Get off to an early start—Some suggestions.

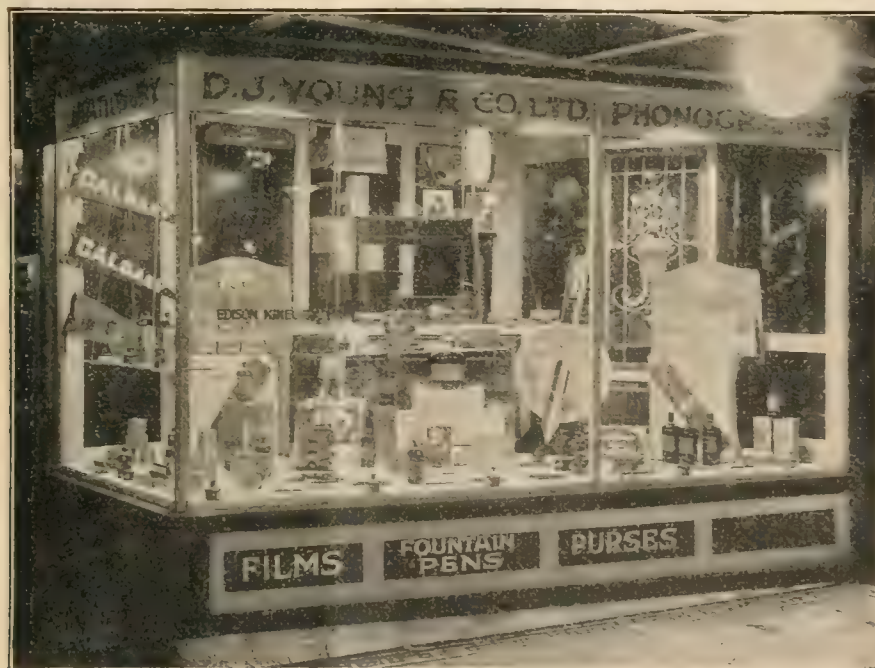
CHRISTMAS offers great possibilities in the way of suggestive window trimming—but tell the whole window be devoted to your Christmas gift lines; not, as do a number of drug stores we have seen, by putting, a few gift articles in the centre of the window, and then filling up the rest with staples. Devote your whole window to showing your Christmas goods, and make your display sufficiently early to let your community know that you have the gift goods.

From now until Christmas druggists can work wonders

of the Yuletide in such a way that it is necessary to label it for everyone to know that it is a Christmas trim.

To secure the Christmas atmosphere there are certain definite rules that might be followed. The first is in relation to the color scheme Red and green suggest the Christmas holiday season, and are the appropriate colors for this great festivity.

Another rule is to use a background which expresses somewhat of a religious, a wintry or a "honey" note. Care should be taken not to carry this to extreme; it should not



D. J. Young, of Calgary, Alta., recently devoted his window to a showing of fountain pens, with effect.

with his window displays. The opportunity is given him to put into the display any of the artistic ideas he may feel like presenting, but which would be hardly suitable for the year-around every-day commercial window. This opportunity should not be overlooked when he starts out to make a Christmas window. The success of it will depend on the measure in which it is different from the type of display which he ordinarily uses. It must be distinctive, artistic and, most of all, it must carry out the significance

be forced upon the attention of the public but rather suggested.

A third rule is to let daintiness prevail in the selection of merchandise to be shown. Candies, perfumery, toilet articles, papeteries, greeting cards, gift books, samples of engraved announcements, tally and place cards and a small selection of table favors, sealing wax sets, quill pens, social stationery, fountain pens and pencils are always good for this season.

With these three elements in mind the next step is to determine on the general style of the arrangement. First, however find the handiest material with which to build the foundation of a display. These can be found in the packages and empty cartons in which goods are shipped. Some druggists always save these, as they can be used in a number of different ways, and principally for building "steps" upon which to place the merchandise that is to be shown in the window. They can be put one on top of another to form a pyramid, or simply placed in a straight row at the back of the window, with here and there a set or two to get away from an even line. Covered with white cloth they serve admirably for this purpose.

If a display is wanted that rises to the highest point in the middle background of the window, pile the boxes upon each other in the form of a pyramid. If there is desired a display that is high at both ends and low in the centre to set off some large piece of merchandise build with the boxes accordingly.

Another pleasing style which can be used if the window has a glass back is that of making the replica of a stained glass window with crepe paper as the centre design of the display.

To do this make a cut-out window frame of white cardboard, curved at the top and finished off at the bottom with a straight piece of the board for a sill. This window frame

should be about three to four feet high and about two feet wide. Paste across the back of it strips of vari-colored crepe, yellow, red, green, and in fact any of the other colors. A pleasing effect can be obtained when a cathedral window is secured, and the display will be greatly embraced as a result of this effect.

We are on the eve of the season when the druggists of Canada can figure out what they are going to do to make this Christmas season one of the most profitable they have ever experienced. Money may not be flowing as freely as it was two years ago, but there is still plenty of it about and there is no reason why this year's business should not be away ahead of normal.

Of course, the wise druggist will start early to try to get the public buying earlier than usual. Drive the "shop early" admonition into them unceasingly, for the sooner people start buying the more will they buy. An early start in a case like this is half the battle for the druggist for it stands to reason that once the Christmas buying fever strikes them, the public will purchase a good deal more in two months than they will in one.

How can the public be made to get out on the streets and into the shops with their Christmas spending money? The answer is Talk Christmas through the window. Display is the thing—the missionary through whom the shop-early gospel will be spread.

FORMULARY

Some Toilet Recipes—Perfumes

Violette de Parme

Essence Cassie	15	ozs.
Essence rose	10	ozs.
Essence tuberose	10	ozs.
Essence violet	19	ozs.
Tincture orris	10	ozs.
Oil of bitter almonds	3	min.

White Heliotrope

Essence vanilla	5	ozs.
Essence vanillin	5	ozs.
Essence rose	5	ozs.
Oil bitter almonds	5	min

Ylang-Ylang

Oil orange	1	dr.
Oil neroli	1½	dr.
Essence tonquin bean	3	ozs.
Tincture orris	8	ozs.
Essence musk	2	ozs.
Essence cassie	2	ozs.
Spirit, enough to make	40	ozs.

Essence Bouquet

Oil rose	1	dr.
Oil neroli	½	dr.
Oil pimento	20	min.
Oil red cedar wood	30	min
Oil lavender	1	dr.
Oil patchouli	5	min
Oil bergamot	½	oz.
Essence musk	1	ozs.
Spirit, enough to make	30	ozs.

STAIN REMOVERS

For Spots on Clothing.—Owing to the differences in the composition of writing inks, it is impossible to find agents which are equally effective in removing all ink spots.

Each of the agents mentioned below is satisfactory with some types of ink.

1. Absorbents: Corn-meal, salt, French chalk, fuller's earth, magnesia, talcum powder, etc. The application of such substances serves to remove any ink not absorbed by the fibres, and keeps the ink from spreading. For a large ink spot, apply one of these substances before trying other agents. When dry absorbent fails to take up more ink, make it into a paste with water and continue the application.

2. Use soap and water as in ordinary laundering. This is satisfactory for some types of school inks, which are unaffected by chemicals and can be removed only mechanically.

Ink spots on cloth are also said to yield to potassium permanganate solution, followed by sodium thiosulphate and citric acid. After treatment the cloth should be washed thoroughly.

A solution of oxalic acid is frequently employed for removing ink stains, as is also a mixture of one part of potassium binoxalate and two parts of potassium bitartrate. The method of applying is to first dampen the stained spot and then to rub in the mixed salts.

For stains caused by aniline inks a diluted solution of tartaric acid is said to be effective. For stains caused by indelible ink, soaking in a solution of common salt, followed by washing with diluted ammonia water, is recommended.

Iodine stains on clothing may be removed by immersing in a diluted solution of ammonia. A solution of sodium thiosulphate may also be used for the purpose.

Your 'Steno': George's moustache makes me laugh.
My 'Sten': It tickled me too.

ROUNDING OUT *the* TOILET GOODS DEPARTMENT

Adding French ivory line New clerk shows druggist how
a toilet goods department should be conducted.

By F. G. Wells

FOR a long, long time we had been carrying a line of toilet goods and perfumes. Our sales were fair, but we had made no great effort to push for increased business until we had taken on a new clerk.

This young man made us think. He had been with us but a short time when we found he had a liking to sell in the department where we sold our soaps and perfumes and toilet needs. One day he came to us to say he had been working out a scheme for the better distribution of these goods—meaning increasing their sale. He had been working on a plan of advertising such a line of toilet articles, and he wanted to add a line of French ivory articles which he thought would work well with our other goods.

Up to this time we had put our merchandise into stock without giving the clerks any selling points. Our new clerk made us soon realize that if we were to do more business we must take into consideration that there are any number of face powders, toilet waters and rouges al-

ready on the market, and that to succeed in merchandising our goods we must offer something unusual to our customers, and a complete line. And this we could do only through two good avenues—advertising and our windows.

So following his lead we made first of all our packages distinct from anything else on the market, and we told our customers through dodgers and our windows. Our advertising and our displays, too, were original. We linked up our store with a campaign put on by one of the prominent manufacturers of French ivory goods and we let our customers know we had the goods.

When we got in our French ivory line we gave a demonstration in our store, explaining the features of the line. This, and by means of combination offers—selling face powders, rouge and toilet waters—brought us a large amount of repeat business as well as many initial sales to new customers.

OUR PRICES ON FRENCH IVORY

and Ebony Toilet Articles are exceptionally low. You would do well to call and see our stock before purchasing elsewhere. If you want to please that boy or girl Very, Very much, buy a Buster Brown Camera or an Ingersoll Watch for Christmas. We also specialize on dainty boxed Perfumes and Toilet Waters, Stationery, Waterman Fountain Pens, Box Chocolates in all the favorite makes, including Patterson's, Willard's, Neilson's, and Merritt's, and last but by no means least, we carry a full line of Smokers' Supplies and Accessories. We will be glad to have your Xmas order.

FRENCH IVORY

Hair Brushes	\$3.50 to \$9.25
Puff Boxes	1.00 to 2.25
Hair Receivers	1.00 to 2.25
Jewel Cases	2.60 to 4.00
Bonnett Brushes	1.50 to 2.60
Trays65 to 1.00
Combs65 to 1.15
Manicure Pieces65
Nail Buffers65 to 2.25
Picture Frames65 to 1.65
Candle Sticks with Shade, each.....	3.75
Manicure Roll Ups.....	5.00 to 8.25
Brush & Comb Sets in Case.....	8.50
Brush and Comb and Mirror Sets in Case	12.50

SOLID EBONY

Hair Brushes	\$1.00 to \$4.00
Bonnet Brushes	2.25
Trays	1.00
Combs (Ebony finish)35 to 1.00
Military Brushes in Case	1.00
Military Brushes in Case	3.50
Nail Brush	1.60
Shoe Horn50
Manicure Pieces50
Cloth Brushes	1.00 to 3.40
Manicure Sets	6.00 to 8.50
Brush and Comb Sets in Case.....	6.00
Brush, Comb and Mirror Sets in Case..	12.00
Kent's Whalebone Hair Brush	3.00
Mermaid Cushion Back Hair Brush...	2.00

SAWYER'S DRUG STORE

1205 BLOOR STREET WEST

Nyal Family Remedies

PHONE Kenwood 2980

Nyal Family Remedies

Our experience with the French ivory line made for us many friends. Our store is located in a district of workin' people who are buying their own homes—people of the class that is thrifty and yet want to get the best there is to be had. Our little stunt of putting up our powders in

new and original packages, gave the line a distinct tone and made for added sales; and our adding of a complete line of French ivory gave our toilet needs department a finish and completeness that it had not before the advent of our new clerk.

ATTRACTING THEATREGOERS TO YOUR FOUNTAIN

A drug store located near any place of amusement should make special effort to attract the patronage of the playgoers. Not only should the before-and-after theatre crowds be sought, but an effort should be made to get the thirsty ones between the acts. A little gratuitous advertising of the play concert, vaudeville headliner, or moving picture star at the fountain will be appreciated by the theater management and react to your own advantage, as people who drop in for a glass of soda or a cigar will see the announcement of the coming performance, and if they attend the chances are that they will visit your store again. One of the chief obstacles to these little between-the-acts gatherings is the fear that the curtain will go up again before the strollers can resume their seats.

An American druggist solved this problem in a very effective manner. He had an electric wire run from the stage to his store, and by merely pressing a button in the theater a little bell, hung at the side of the fountain, would ring. A card just below the device announced: "This bell will ring three ring minutes before the curtain goes up." Any manager would be glad to have one of his hands press the button, in return for the publicity given his theatre.

SMALL CAKES SELL AT FOUNTAIN

Although he does not serve lunches at his fountain an American suburban druggist, has found that packages of chocolate eclairs, wafers and other bakery confections that are suitable to serve with ice cream are sold readily. The sight of the fancy confectionery goods on the fountain display stand is the means of the extra sale of an item that equals about one-third of the original purchase.

A FREE SERVICE AT THE FOUNTAIN

As a good-will creator the Kress Drug Company, Hollywood, California, displays a sign over its soda fountain which reads: "Bicarbonate of soda served free of charge."

An average of thirty customers a day take advantage of the offer, and an official of the company says that the service is one which brings considerable returns in the way of added business.

SUGGESTS MUSIC RECORD SALES AT FOUNTAIN

There is a druggist in one of our larger towns who handles talking machines with success. He has an advantage over other dealers in this line, as he has a greater number of prospects coming in all the time. Of course many of them are not logical prospects, but he does not fail to work on them all. During the times when his refreshment room is well filled he has a machine going, as many other stores that are not agents do. When a piece is being played a card with the title written on it is shown. In addition, clipped to each menu is a list of new selections which is usually the store's advertisement clipped from the newspaper.

Cigars As a Christmas Gift Lure

There is one line of goods which the druggist carries in stock that offers suitable Christmas presents, and is of enough importance to be treated in a class by itself. Notwithstanding all the quips of the humorous papers, cigars are always acceptable at Christmas, and ladies buy them in large quantities. Christmas is a time of good cheer, and at that season most men appreciate something to smoke. The druggist ought to get a large percentage of this business in his neighborhood. Everything is in his favor, and, by means of a little effort, he can capture the bulk of this trade.

Most Christmas cigars are bought by ladies, as presents for husbands, brothers, fathers or sweethearts. It stands to reason that ladies are timid about going into cigar stores, and would prefer to deal with the druggist. The druggist, furthermore, is often familiar with the favorite brand of the smoker in question, and can therefore advise the purchaser to advantage. Have a decorative placard, say, reading as follows:

Cigars For Christmas

Place this placard in a prominent position over your cigar case. If you want to sell Christmas presents, you must catch the public eye. You must suggest something. Where one woman had made up her mind to buy a box of cigars for a Christmas present, such a placard might suggest cigars to a dozen or more.

Stock only reliable goods for Christmas presents. The Christmas cigar joke may have a foundation of truth; probably it has, or it would not have lasted so long. Few women know anything about cigars, and, doubtless, a great many women select a box of cigars on account of the gaudy picture on the cover. This may not be always the dealer's fault; still, the dealer ought not to carry inferior goods. Druggists, as a rule, carry better brands of cigars than any other dealers.

In meeting this Christmas trade, it is well to take a personal interest in the sales. If a lady is in doubt as to the brand her husband smokes, you can safely offer to exchange the cigars, provided that none be consumed. Very few of these offers will come back on you, and the good faith displayed on your part is bound to make friends for your store. If you do have to exchange a box of cigars, you can easily place the returned cigars on sale and dispose of them through your regular channels. You might even offer to return money, if you care to go that far, although offers to return money had better be avoided whenever possible. But go after this Christmas cigar business. You can get the bulk of it with a little effort, and it is well worth having.

English Representatives:

SHARLAND & CO.
Eldon Street House,
LONDON, E. C. 2

The RETAIL DRUGGIST of Canada

Publication Office:

51 WELLINGTON WEST
TORONTO
Phone Adeline 6426

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, Editor

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WHEN CHRISTMAS COMES are still 365 days in every year (barring leap years, of course), and that there are still twenty-four hours in every day, it seems to most of us that Christmas follows Christmas with startling rapidity.

In childhood the interval between Christmas and Christmas can adequately be measured only in aeons or centuries, but when boys and girls become men and women old Time seems to quicken his pace, for them at least, and Christmas 1921, will roll on almost before the carols of Christmas 1921, have ceased to echo.

But who complains about that? Christmas is welcome always. It is the day of days for those who are children and for those who are children in spirit—and these two classifications include practically all of us; the not included are the men and the women afflicted with spiritual paralysis.

To the retail druggist Christmas has naturally more of a commercial significance than it has to certain other classes of people. It is a time when goods move over the counters with very profitable speed—a time when the cash-register bells play a more or less continuous *carillon*. But the spiritual values of the season are in little danger of being impaired for the druggist by this. Especially is this true of the drug store that plans to get some added business through the sale of Christmas gift lines.

When Christmas comes people's better natures come to the surface, however much they may be hidden during the rest of the year. Selfishness gives to a thoughtful unselfishness that culminates in the Christmas gift and the aura of friendliness or love that goes with it. People pause in the rush toward eternity and draw closer to one another, perhaps only temporarily. The drug store that carries gift lines furnishes the bond that draws them together.

In fulfilling a commercial duty, the drug store supplies a definite and important spiritual need, and, more appropriately than any of the colleagues in trade, the proprietor can walk with head high in realization of this fact.

Christmas is the climax of the year for the drug store. Christmas without gifts would be like heaven without angels. Everyone knows this, and the discerning among us, growing in numbers as the years pass, turn to where the best gifts must come inevitably.

* * *

EARLY DISPLAY DESIRABLE Too many druggists are in the habit of trailing along in the wake of more progressive competitors, picking up what is left after the cream of the trade has been skimmed off.

It seems that it is only after the opportunities for selling a line have been demonstrated to them by the success of a competitor that they awake to its possibilities.

We speak not only of the featuring of new and special

lines, but of the sale of seasonable goods as well. A good many druggists wait until the selling season is well under way before they get behind a line in real earnest, and then it is generally found that their efforts are not productive of the maximum results that would be possible by an early featuring of the line.

So, the druggist would do well to get after Christmas trade real aggressively, and make plans right away for the featuring of Christmas gifts.

* * *

XMAS WINDOW DISPLAYS A MONTH AHEAD

By Elmer W. McLaughlin

Holiday goods in our store are displayed upon suitable racks, where they are sure to attract the attention of both incoming and outgoing customers.

Some of the racks—in the form of steps—are placed on the tops of show cases, thus calling attention to the goods in the cases, also. Others rest on the floor in the space occupied in summer by soda tables.

We use display signs which suggest particular articles that make suitable gifts for various members of the family. These signs are valuable sales stimulators, especially when a customer is in doubt as to what will constitute an appropriate gift.

Our store is located in a residential district, and is visited quite regularly by schoolchildren and even by those not old enough to go to school.

Whenever a boy, for instance, comes in and asks questions about any of the toys on display we appear glad to answer the questions, and to show him how the toy works. The child usually sees something that particularly strikes his fancy, and when he gets home will tell his parents what he wants Santa Claus to bring him.

For a month or more before Christmas we use our show windows to advantage by displaying in them an assortment of goods intended to appeal to every taste. In this way we attract thoughtful attention well in advance. Our displays are watched for from year to year.

One of the greatest helps in making our window trims real producers has been to attach a price-ticket to each article. It might seem that no store would omit price-tags, but some of the do—and when our competitors pursue such a course we are the gainers. Price-tags are a big help.

• • •

IS THIS ALLOWED IN ONTARIO?

"There is joy among the clerks of at least one city store due to the fact that a roulette wheel has been installed to facilitate the ordering of drinks," says *The Apothecary*. The slow deciding customer hereafter can make up his mind by turning the roulette wheel.

Newspapers And Magazines A Good Line For Drug Stores With Some Notes From The Maritimes

By William J. McNulty

THAT it pays a druggist to handle newspapers and magazines has been amply proven in the case of J. A. Roulston, proprietor of a pharmacy on Main Street, in the Indiantown section of St. John, N.B.

The Indiantown section has much transient traffic, there being the steamship wharves used by the St. John river steamers, eight in all. A ferry steamer connects Indiantown with Pleasant Point and Milford, where there are two lumber mills. On the Indiantown side of the St. John river is the biggest lumber mill in lower New Brunswick.

There was not a news stand in the Indiantown section, so Mr. Roulston conceived it a good plan to sell newspapers and magazines as a side line and thus catch the transient trade from the river steamers. He secured a stock of current magazines and newspapers, specializing on the weekly illustrated publications and awaited developments. He has two display windows and in one of these windows he displayed copies of the weekly papers and some of the more popular magazines. The side line has shown a profit from the start and at the present time the weekly balance is by no means insignificant.

In addition to providing revenue itself, the side line of reading matter has been responsible for bringing customers into the store who, otherwise, would not have entered. And many of these have made purchases of other than reading material.

Mr. Roulston is decidedly averse to selling magazines and papers on Sunday, and has made it an inflexible rule that no reading matter shall be sold in his store on the Sabbath. Neither will he sell confectionery on Sunday, and these scruples he has adhered to throughout the years, losing much business thereby. He could have a substantial Sunday trade in candy, reading matter and tobacco, cigars and cigarettes from motor-boating parties starting from Indiantown for trips up the St. John river, but he has not deviated from his stand of selling but sick-room supplies on Sunday.

* * *

WILLIAM HAWKER of St. John, N.B., one of the pioneer druggists of that city and head of the firm of William Hawker and Son, owners of one of the leading drug stores in the Maritime Provinces, recently returned from a tour of Europe. He was accompanied on the pleasure trip by his four daughters, two married and two single. Mr. Hawker was honored by the Canadian Pharmaceutical Association in the annual conclave by being elected honorary vice-president from the New Brunswick district. Mr. Hawker is still active and retains close connection with his business.

* * *

There was considerable difference of opinion among some of the merchants in St. John over the electric white way to the fair buildings. It was originally planned to construct the white way down Charlotte Street only as far as Queen

Square and then to pass through the square. G. K. Bell, a druggist at the corner of Charlotte and St. John Streets, was one of the leading agitators for a change to the corner of Charlotte and St. James streets and thence by the original route to the fair buildings.

* * *

Although situated in the midst of many stores where soda waters and ice cream, etc., are sold, the Royal Pharmacy, owned by G. S. McDiarmid, St. John, has had signal success with its soda fountain. Adjoining the Royal Pharmacy is the Royal Hotel the biggest of the St. John hotels, and from whence the pharmacy is named. The hotel has a soda water and ice cream store, and despite this fact, the Royal Pharmacy continues to profit substantially on its fountain. This drug store's fountain is located in the front section of the store, and perhaps that is why business has remained unaffected by competition on all sides. The fountain is not large but it is attractive and very cleanly maintained.

* * *

One of the most attractive drug stores of central New Brunswick is that of R. T. Mack, Queen Street, Fredericton. This store is large and attractive. The display windows are utilized tastefully to present the offerings of the store. The showcases are arranged pleasingly and serve to beautify the store. The lighting arrangements are artistic and brilliant. The location of the store is ideal, being in the shopping section.

DEATH OF HON. J. A. STEWART

Hon. J. A. Stewart, president of the Henry K. Wampole Co., died on Oct. 7, at the Royal Victoria Hospital, Montreal, of anaemia, aged 55 years. Mr. Stewart was always a firm friend and advocate of the druggist and his problems. He was a native of Perth, Ont., being born in that town, where also he received his early education. He as well attended school at Ottawa and Toronto, graduating in law at Osgoode Hall.

Mr. Stewart was head of the law firm of Stewart, Hope and O'Donnell, Perth; president of the Andrew Jergens Co.; president of the Perth Shoe Co.; a director of Frost and Wood, farm implement manufacturers; and also an official of the Canadian Order of Foresters, of which he had been chief ranger from 1904 to 1917. He was elected to the House of Commons, Ottawa, in 1918, and was appointed Minister of Railways in the cabinet of the Meighen Government.

Mr. Stewart was married in 1907 to Miss Jessie Mabel Henderson of Perth, and besides her there are left to mourn a sister, Mrs. Geo. W. Rogers, Perth, and a brother Dr. Cameron R. Stewart, of London, Eng.

The funeral of Mr. Stewart was held at Perth. Mayor T. Conway of that town issued a notice to the citizens requesting that all business be suspended during the funeral which took place from his late residence, "Thursson Place," to St. James Anglican Church, and thence to Elmwood Cemetery. Mrs. Stewart received numerous telegraphic messages of condolence from all over Canada and the United States.

WHAT CAUSES BUSINESS FAILURES

In the order named an authority claims these are the chief reasons for failure:—incompetence, lack of capital, inexperience, fraud, neglect, unwise credits, failure of others, competition, extravagance, speculation.

MAKE DRUG STORE ADVERTISING PAY DIVIDENDS

General make-up of advertisement Honesty is the
best policy in writing the copy.

By G. L. Philips

IN the study of salesman ship we are taught that all five senses can be used in the sale of goods—and the more of the senses you use the greater your chance will be of making a sale.

When selling tooth powder the clerk will bring all five senses into play if he is wise. He will have the customer *look* at it, *handle* it, *smell* it, *taste* it, and *hear* what he has to say about it.

In advertising, we are working at a disadvantage in a

vertising an article was of an expensive nature or of very great importance, when more descriptive matter should be used.

I have in mind the advertising of a house, an automobile or a piece of property. I can think of no drug store article used exclusively by men that would demand and great amount of descriptive copy.

Use Few Words and Use Them Well

Tell your story in simple language, using short words that even a child can understand. Do not try to show off your college education by using a lot of big words that some people might not be able to figure out. Flowery oratory was never intended to be used in a drug-store advertisement intended to sell goods.

Instead of saying "an efficacious remedy" say "a good, reliable remedy." Use language so plain that it leaves no doubt in the mind of the reader as to its meaning.

Also, do not forget that you are paying so much an inch for the space your advertisement occupies, and you cannot afford to waste the space by filling it up with unnecessary words.

Instead of using up space saying, "If you are not wholly and completely satisfied with an article you have purchased,

WE ARE PROUD

of our showing of Christmas Gift Lines this year. Bright, clean stock well displayed to make it easy for you to select your gifts, and best of all our prices are right. Buy now while the selection is the best. We deliver and our telephone is Kenwood 2980. Nuf sed.

SAWYER'S Drug Store
1205 BLOOR STREET WEST
PHONE Kenwood 2980

This Toronto druggist tries to make his advertising pay at all times.

we be cause we are compelled to depend almost wholly upon only one of the five senses—that of sight. However, an able writer of advertising copy can, after a fashion, bring one of the other senses into play—he will describe a piece of candy so well that you can practically taste it. Here are two descriptions taken from a recent candy "ad" of a large New York confectioner that illustrate what I mean:

"Vanilla Chocolate Cream Drops—Big, dusky gems of down-right goodness, having centres of the mellowest cream and jackets of our indescribably rich, fragrant chocolate; pound box, 25c." and "Milk Chocolate Assorted Fresh Fruit—The most luscious fresh fruits in their fullest perfection, comprising Grapes, Bananas, Pears, Tangerines, Apples, Pineapples and Cherries first submerged in rich fondant cream and tucked away in cloaks of our famous Premium Milk Chocolate; pound box, 19."

Amount of Descriptive Matter Used

Whether the descriptive matter should be concise or full of detail depends on the items being advertised and who the advertisement is intended to reach.

As a rule, a woman will read more descriptive copy than a man, therefore, I would use little descriptive copy in ad-

Write For What You Need

This is a busy season on the farm, so why not send your orders to us by mail. Our complete stock and the high grade of goods carried make it possible for you to secure just what you want. Goods can usually be sent by first mail after receipt of order.

We give 24 hour service in developing and printing films.

JURY & LOVELL

A Bowmanville, Ont., drug firm that is catering to country trade makes advertising bring results

when you have had time to reflect over it, we will on application be more than pleased to cheerfully refund the purchase price paid," save space and money by getting down to business and say "Money Back If Dissatisfied." Four

words that have told the story fully as well as the 38 words of the previous sentence.

I remember seeing the following sentence in a department store advertisement last December: "For the benefit of a number of our customers who cannot visit our store during the day time, we will keep our store open evenings until after the holidays." Twenty-nine words used to tell a story that the two words, "Open Evenings" would have told as well.

The Word "Free" Attracts Instant Attention.

Outside of the human interest words "you" or "yours," probably the next most interesting word is the word "Free."

The old saying that everyone is anxious at all times "to receive something for nothing" is as true today as ever. In fact, the word "Free" never loses its power to attract attention and will stop the reader usually when everything else fails.

You have, no doubt, seen one boy tease another one by offering him an apple or some other similar item, and then snatching it away when the boy tried to take it. Don't make the mistake of offending your customers in that manner—because you cannot "get away with it" more than once or twice—let there be no deception about you "Free offer." If you are giving away a pound of coffee with every purchase of \$1 or more on a certain day, say so in your advertisement in plain English.

If the free offer does not apply to all departments in the store, say so in your advertisement, as "in all departments except cigar and candy departments." Don't wait for customers to buy things in the department where the free goods are not given, expecting to receive the free goods and then have their feelings hurt by being refused. Never cheapen your store by giving away trash—give something worth while.

RADIO GOODS IN DRUG STORES

INVESTIGATION has established the fact that the logical places for the sale of radio equipment are electrical stores, hardware stores, music shops and drug stores, the latter especially in the smaller communities where the demand for wireless is considerable and where there usually are no electrical or music stores. So writes a correspondent to the Bulletin of Pharmacy. Small-town hardware dealers are usually of the conservative type, and so it remained for the druggists to be among the first in the field when the wave of radio enthusiasm swept across the country.

The arguments in favor of the druggists taking on radio goods as a side-line are numerous, the three chief ones being listed as follows:

1. Profits average from 30 to 40 per cent of the selling price.
2. Quick turnovers.
3. Small space required for stock.

One may say that in order to handle wireless equipment successfully he must have some knowledge of radio. This is true, of course; but it should also be remembered that the operation of radio-receiving sets is more simple than the operation of an automobile. And no druggist will admit that he is unable to learn to operate a car.

Radio terms are easy to "catch on to," and within a week any druggist or clerk will be able to converse intelligently with his customers. Every radio manufacturer, jobber or wholesaler is more than willing to supply all retail dealers with reading material written in terms of the layman, and a couple of hours spent in studying this literature, together with a few hours of actual sales work, will enable any person to point out, in a wise manner, the advantages of purchasing this or that receiving set.

With the advent of cooler weather the demand for wireless apparatus is bound to expand.

A comparatively small amount of display space is required, although naturally there are advantages in elaborate showings. Window displays are especially advantageous, as is a corner in which a receiving set is in operation. But if one desires to conduct his business on a smaller scale, a single show-case is sufficient.

The advertising departments of concerns engaged in radio manufacture are eager to co-operate with small dealers, as well as large ones and to assist in the retail sales, both with written sales "talks" and with suggestions for display.

These manufacturers realize that their future depends upon the future of the retailer, and for that reason are more than willing to do all they can to assist those who fear they have not a sufficient knowledge of wireless telephony to enter the business.

Big Season For Christmas Cards Just Ahead

Although greeting cards of one kind and another have now become a year-round seller, the season of greatest activity is right at hand. It is up to the retailers. The manufacturers have done their part, and have delivered to the retailers what is generally admitted to be a line of cards that surpasses that of any previous year in originality and quality. The volume of sales will depend in large measure upon the character of displays, the way in which sales are promoted by the "men behind the counter"—the enthusiasm with which the cards are presented to customers.

The fact that this Christmas promises to be one where enforced economy is to be the order of the day need not bother the druggist at all. The advantages in this state of the public mind outweigh the disadvantages. The greeting card is the most economical way in the world of conveying love and remembrance at the holiday season. Countless thousands of cards will be bought this year by those who have previously given gifts of larger proportions. There is no sound reason why this season should not make a record of sales surpassing that of preceding years.

AGENCIES WANTED FOR MONTREAL

SALESMAN, resident of Montreal, speaking both languages and having extensive connection amongst drug, grocery, and confectionery trades in Montreal, is open to represent manufacturer. Highest references. Write WILFRED SHACKELL, 38 Hutchison Street, Montreal.

SOME METHODS THAT MAKE FOR MORE BUSINESS

How some druggists have added good will and brought more sales to their stores.

THE reason people buy heavily at Christmas is that they are stirred by the Christmas sentiment or "Christmas Spirit." It is a good business point of view for the retail druggist to display a little sentiment toward his trade at this time. An inexpensive but appreciated idea is to purchase mistletoe, or holly and cut it up into small lengths suitable for lapel wear. Each length should be either enclosed in a small envelope or card should be printed a verse:

"May this sprig be a blessing
To bring you much cheer
Through the Holiday season
And the rest of the year."

One envelope (or card) should be presented to each customer calling at your store.

PUBLISHERS' ANNUAL BOOK LIST

For forty years now the Canada Drug and Book Co. Ltd., of Regina, Sask., have been issuing an annual book list. To do this properly the firm take year by year a page in the local papers just at the commencement of the Christmas season, in which is listed a great many "good gift books." The firm claims to have the oldest bookshop in Western Canada, and the principals say the publication of their annual book list has brought very many sales to their store.

DRUGGIST GETS OUT PAPER

The Good News Magazine is the title of a periodical published by J. K. Patton, druggist at Queen street and Balsam

A judicious use of your window space now, at this season will not only mean increased sales for the present, but if they contain displays that are unique and out of the ordinary, a lasting advertisement for your future business.

A CHECK-BOOK FOR CANDY

Something a little different from the ordinary form of merchandise coupon for gift purposes is in use by an eastern firm which has seven branch stores in its home city. According to *The Mail* from a large city on the eastern coast of the continent. Here is how a New Orleans druggist made use of such an event in town to help charity and yet help his business.

It was late in November, which may seem rather early to give out a calendar for the ensuing year, but this druggist pursued such a plan to good advantage. Incidentally, he used the calendar to announce his business birthday. The calendar measured 15 by 9½ inches and was of the "pretty girl" type. No advertising of any kind appears on the face of it, but on the reverse side this announcement was printed:

To my customers and friends

Help me celebrate my second business birthday, Wednesday November 29.

I wish to thank you, each and all, for the many favors

and courtesies shown me during the past year. My business has been very good; so good, in fact, that I am going to give to charity one-half of all the cash I take in on November 24. Half of the day's receipts will be given to the St. Alphonsus Asylum, half to the Seventh Street Orphans' Home; and I promise, if business continues as good next years as it has this, to give *all* of the receipts on my third business birthday to the orphans.

Thanking you for your past patronage and anticipating the pleasure of waiting on you in the future, I am,

Very truly yours,

TOYS FOR CHRISTMAS

It is not to be advised that druggists make at Christmas time a toy shop of their premises, still there is much profit in Santa Claus goods of this kind and it might well pay some druggists to make a specialty of some particular line of presents for children. Although the actual amount of business transacted might be comparatively small the advertising value of getting many parents, as well as young people, into the store where there is so much else to be sold should much more than offset the trouble of getting and displaying the stock.

A CHRISTMAS PLAN

There is a druggist in Albany, N.Y., who believes that September is none too early to plan for Christmas selling. Accordingly, when the school season opened a month ago, he advertised that with every purchase of school supplies amounting to one dollar or over would be given a credit slip for twenty-five cents. These slips are to be redeemable at any time during December, one slip being accepted as cash on the purchase of any article of Christmas merchandise selling at one dollar or more.

Mr. Snyder reports that over fifty credit slips were issued during the first week of the school season.

A DOLLAR DAY PLAN

Adapting an idea that is sometimes employed by five-and-ten-cent stores, a Western druggist induced other local merchants to co-operate with him in the putting on of a "Dollar Day"—a twenty-four-hour event—during which each of the stores in town offered something special in the way of a dollar bargain.

The ten-cent store idea was that of offering eleven items for the price of ten. The idea evolved by the Western druggist was to give an article worth ten cents, sometimes more, with each dollar purchase.

Among the items set apart as free gifts were toilet soap, talcum, pocket combs, small vials of perfume, chocolate bars, wash-cloths and a variety of other articles of a general character. For women to whom none of the gifts was appealed, a glass of soda was offered; to men, one of the ten-cent brand of cigars featured by the store.

New Goods And Manufacturers' Helps

A LIBERAL CONCESSION

The Bayer Company, Limited, are giving to druggists of the Dominion a concession that has established a new high-profit mark for them in selling their world-known Canadian-made product. The old free goods offer, which applied to only certain sizes has been broadened to apply to all fixed orders. Druggists can now order Bayer Tablets of Aspirin in any quantity and be sure of their quota in free goods equivalent in value to any of the following order allotments; 1/2 dozen 12's and 2 dozen 12's free with 12 dozen 12's. The same proposition holds good on the 24's. Jobbers allow 5% net and 3 dozen assorted. 7 1/2 net on 6 dozen assorted and 10% net on 12 dozen assorted. Bayer insures quick turnover. All Bayer Aspirin is guaranteed to sell or druggists can get their money back. The best way to take advantage of the big newspaper advertising campaign now in progress is to show a new Bayer window display in colors. You can secure one free simply by sending your address to the Bayer Company, Limited, Windsor.

PLUTO A LEADER AMONG FAST SELLERS

It's 103 miles by canal from Rochester, N.Y., to Syracuse. Canal barges take twenty-six hours for the trip. A fast train could make *fourteen* trips in the same time.

Now, in your store there are "canal barges" and "fast trains"—slow moving and fast moving goods. The fast moving goods pay your bills and earn you profit. Pluto Water is a leader among your "fast trains."

It's good business to push and display fast-moving, profit-paying goods—you know this is true. A Pluto window display, for instance, will *always* pay its rent—and earn a nice profit besides.

Why not put a Pluto display in your window now? The new window trim is unusually attractive—and the French Lick Springs Hotel Co. will gladly send it to you on request—charges prepaid.

Remember that Pluto advertising is keeping full steam back of Pluto sales. Note how the company are co-operating with you in their advertising—telling people to "Try the Drug Store First" for whatever they may need. If you're low on Pluto Water, better 'phone your jobber today.

THE MAKING OF PERFUMES

Perfumes and Cosmetics, their Preparation and Manufacture is the title of a 100-page book published by The Norman W. Henley Publishing Co., New York. This work is a complete treatise for the use of the perfumer and cosmetic manufacturer, covering the origin and selection of essential oils and other perfume materials, the compounding of perfumes and the perfuming of cosmetics. The author of the work is George W. Atkinson, who is a doctor of chemistry and a manufacturing perfumer. That the work is a popular one is shown by the fact that the present is the fifth edition. The book is illustrated, so that the

text of the work can be followed more intelligently. The various divisions into which the story is divided are covered in some sixty chapters of the work.

GETTING MORE BUSINESS

"Getting More Drug Store Business" is the title of the latest business book written by Frank Farrington, than whom there is no more prolific or resourceful trade writer on this continent. The work is copyrighted and published this summer by the Spatula Publishing Co., of Boston, Mass. In all there are some 200 pages, divided into 24 chapters, each of which deals with some phase of which deals with some phase of mercantile life that should induce more business and produce more sales. Some of the topics dealt with cover the bringing in of new customers; department store competition; early closing; seasonable trade; children as customers and farmers as patrons; cigar and soap sales; fountain and Christmas business; clerks and telephone. Being a practical druggist Mr. Farrington is able to deal with his subject in a practical way, as all who read the book will agree after finishing the last chapter.

In Lighter Vein

An old Joke

One of the oldest jokes on record concerns the Swede who was asked by the judge if he was married.

"Ya, I Married," said he.

"Whom did you marry?"

"A woman."

"Fool! Did you ever hear of anyone who did not marry a woman?"

"Ya, my sister. She marry a man."

Identified

manufacturers have done their part, and have delivered to the retailers what is generally admitted to be a line of cards that surpasses that of any previous year in originality and quality. The volume of sales will depend in large measure upon the character of displays, the way in which sales are promoted by the "men behind the counter"—the enthusiasm with which the cards are presented to customers.

The fact that this Christmas promises to be one where enforced economy is to be the order of the day need not bother the druggist at all. The advantages in this state of

Got the Toll-Keeper's Goat

A Dutchman riding a little cart drawn by a goat was stopped at the bridge by the toll-keeper.

"I got to pay toll?" said Hans.

"Yes, 5 cents to cross the bridge."

After an argument he paid the toll and went on. In the afternoon he came back again, only this time he had the goat sitting in the cart and was drawing it himself. Out came the toll-keeper. "Here, you know you've got to pay 5 cents."

The Dutchman shook his head and pointing to the goat said, "Don't talk to me—ask the driver."

MAKE CHRISTMAS CANDY WINDOW SALES COMPELLING

A suggested holiday trim—Methods of druggists to help candy sales.

EVERY now and then we see a window display that attracts attention and lives in the memory. It may be any article, but we have seen quite a number devoted to candy lines.

As we are getting close to the Christmas holiday season, and as candies are a big Christmas line, here is a display that might be found both striking and sales compelling:

Fastening in place to the glass is the greeting "Merry Christmas." The background is a low fence made from strips of beaver board or other heavy cardboard or muslin tacked to a framework and given a coat of white kalsomine with diamond dust or silver metallics generously sprinkled upon it before it sets. Posts are placed at intervals, the two centre ones being surmounted with large white frosted electric globes, lighted up at night. Fastened to the posts are clusters of large red poinsettias and holly, which add a dash of vivid coloring to the striking whiteness.

The floor of the window is completely covered with cotton sprinkled over with diamond dust.

The display of merchandise consists of several gift boxes arranged on fixtures and on the floor of the window. The three most important ones are displayed above the others, with ribbon streamers connecting them with others of the same kind which are shown opened up so as to afford to the beholder a view of their contents. A card simply worded announces the advertising message, "Always appropriate and acceptable—Send a Box of Smith's."

Those who are extremely desirous of exhibiting an over-worked Santa Claus, can add this feature by placing him just behind the fence, holding in his hand the ends of ribbon streamers connecting with each gift box in the display.

A judicious use of your window space now, at this season will not only mean increased sales for the present, but if they contain displays that are unique and out of the ordinary, a lasting advertisement for your future business.

A CHECK-BOOK FOR CANDY

Something a little different from the ordinary form of merchandise coupon for gift purposes is in use by an eastern firm which has seven branch stores in its home city. According to *The Mail-bag*, a letter sent to a list of candy buyers has enclosed with it a conventional check-book, except that each check reads: "Deliver to (Name) (Address) (Amount) lb. in box of Blank's Assorted Candies. (Signature) (Address)."

At the left of the check is a stub for the customer's record of purchases and to whom sent. Instructions for use read: "Make out check in full. Use as a gift or order. Mail or present check at any of our seven convenient stores, and candy will be delivered to bearer, charging purchase to your account. Local deliveries made without extra charge. Additional check-books sent on request."

The front cover of the check-book reads: "Blank's Candy Check Book—An Easy Way of Making Somebody Happy." On the back cover is a list of the stores, with addresses.

PUTTING COUGH DROPS ON A 25-CENT BASIS

An ever-present problem of the druggist is, How can he turn 5- and 10-cent sales into quarter-dollar sales? How can he make a bigger profit on each item?

Take, for example, a common-place product like cough-drops. For years druggists have made 5- and 10-cent sales when someone asked for "a box of cough-drops." Within the last year or two, however, a change has come about. Druggists all over the country are now pushing the larger packages at the larger price.

SUGGESTING INCREASED SALES

One of the special features of a candy store in one of our larger cities is a candy kitchen in the centre of the store, where two men and two women make some special kind of candy each day and sell this product at a special price for that day only.

A specialty of another candy store is a children's department where candies of the kind that specially delights the kiddies are attractively exhibited and sold.

DRUGGISTS SELLS CANDY CHECKS

One drug store with a large candy trade has followed the ingenious plan of stimulating the sale of sweets as fitting gifts for holidays, anniversaries, and other festive occasions, says an exchange. Instead of presenting two or five pound boxes at a time when the recipient is probably deluged with like remembrances, one to present a check or two signed with one's name and address, which check can be redeemed at any time by presentation at this drug store. These checks are put up in convenient books of ten and mailed to charge account customers, checks are perforated, and on the stub there is space for the date, to whom issued, and the amount, so the record can be tallied when the bill comes due. In this way shopping is simplified. The giver merely writes out a check to the lady whom he wishes to present with a remembrance, slips it into a tinted envelope, and the deed is done.

SLOGAN POPULARIZES CANDY

The United Retail Candy Stores, a U.S. concern, has adopted a slogan to popularize their candy lines—"There's happiness in every box." This slogan they paint on the hoardings enclosing the many stores they are renovating to open, and at night these are illuminated with electric lights.

The company had New York guessing, for no one knew what it referred to until the stores opened, then they found it was candy. Around this slogan the company has built up a short but aggressive newspaper advertising campaign. They recently took large space—two pages, full pages, half pages and quarter pages. They featured the merits of their candy and when they opened the stores the business came with a rush. But they won't stop their advertising, and they will make their slogan work for them right along.

Advertising Food Value Of Candy

By W. B. Stoddard

SO much is being printed in the magazines about "Don't feed the children candy," that it is well to combat these alarmists with the views of some of the modern physiicians and dictitians. One of the big chain drug stores in the East has recently put forth a great deal of valuable information in the form of ads, and it would pay the dealer in the smaller towns to emulate his city brhrther, and inform the citizens of the actual status of candy in the general scheme of existence, and its value as a food.

Scan a few of these ads, and see if you do not think they would make good reading matter for your local paper, or trade pulling signs when displayed among a choice assortment of boxed sweets in the window:

SUGAR IS A FOOD

This is recognized by all physiicians and teachers of domestic science. It therefore follows that pure, wholesome candy, composed largely of sugar, is a food. The nutritive value of sugar is in no way changed by the process of confectionizing. On the other hand, it is made more palatable and pleasing to the taste by the addition of various fruit juices, nuts and fruits. The results of exhaustive experiments and research work have proven indisputably that

CANDY IS A USEFUL AND VALUABLE FOOD

The following advertisement brings out a new idea, showing its use among a class little known to be addicted to the consumption of candy:

THE AMERICAN FARMER

ranks high among agriculturists as a rapid and enduring worker. It would be difficult to find a more ardent lover of candy and sweets.

LUMBERMEN AND ICE CUTTERS

of Maine and New Hampshire likewise partake largely of confections. Candies, cakes and jellies are favorite foods with this class of workers. It has been found that in the lumber camps of Maine in winter maple sugar and molasses supply on an average 10% of the total energy of diet.

The Owl Drug Store, of Milwaukee, Wis., recently drove home the idea of candy as an energy creating food by means of an effective window display, complemented with panel cards giving some straight from the shoulder talk regarding the necessity of supplying the proper amount of sweets. In the the centre of the display was a large box arranged as a stage, in which was shown a cardboard ship leaving the dock. The interior of the box ws lighted with an electric bulb which alternately flashed and disappeared, causing everyone who passed to pause involuntarily to note the scene. The box was set on a mound at the base of which were grouped boxes of a number of standard brands of candy, while a pyramid of box es on top was topped with a kewpie dressed as an esquimo. On either side of

the stage were tall panels, lettered in red and blue which read:

CANDY CREATES ENERGY

What is true of sugar as a food is equily true of pure, wholesome candy. To decide the question of the value of sugar as a source of energy much careful laboratory work has been carried on. It has been found that an increase in the sugar content of the diet lessens or delays fatigue and increases working power. In other words sugar is the fuel of the human body—an energizer of the highest caloric value. The important place sweet chocolate occuppies in the ration of soliers is the most conclusive proof of its fatigue relieving energy generating powers.

and

THE VALUE OF CANDY IN COLD CLIMATES

is demonstrated by the enormous percentage of sweets which is included in the dietary outfits of those who are embarking upon polar expeditions. Sugar, besides producing muscular energy and relieving fatigue, gives the necessary heat to the blood, enabling it to withstand the counter action of the cold. Explorers who have reached the most frigid points declare that sweet-meats have proven of inestimable value in their diet when there was little of anything else to be had.

Now that the maple sugar days are coming, this delicious confection and the candies made from it should be prominently featured. The Evans Drug Stores, Philadelphia, recently advertised their line, heading the announcement with the cut of an Indian in a canoe:

THE NORTH AMERICAN INDIAN

when on the trail used to reject all impediments except a drinking horn and a small packet of maple sugar. Coming to a stream, he filled his drinking horn with water, shook a little maple sugar into it, and after a draught, went on his way. Sugar relieves fatigue and increases the powers of endurance.

WHAT IS TRUE OF SUGAR IS EQUALLY TRUE OF SUGAR CANDY

They lacked it up with a display, divided into three sections. The first wasa floored with moss, in which was imbedded a small mirror, forming a pool. Kneeling beside the water was an Indian doll, in war paint and feathers, his hand resting on a cake of maple sugar of normal size. Leaves and branches formed a forest background. The other end section showed toy maple trees (these could be cut from cardboard and painted green and brown), beneath which was a small kettle of boiling sap, presided over by a doll in camping suit, while one of the trees was being tapped by another doll, who stood on a cake of the maple sugar. The middle section was floored with cakes of maple sugar, and scattered over it were small wicker baskets filled with sugar creams, chocolate coated maple sugar, and the delicious Creole pralines. A card down front suggested:

Delicious, Wholesome Maple Sugar Candies.

The Native American Confection

Buy it for the Kiddies.

Buy it for Yourself

Truly, "It Melts in Your Mouth."

They greatly increased their trade among the school children by inviting them to come down and see the display, and buy a 10c sample package.

A LITTLE SERMON ON SUCCESS

THE chief reward of financial success, with most men, is found in the sense of accomplishment and the wise use of wealth. Few persons, having the ability to accumulate money, get out of it all that they have hoped to win, but they have done something to enrich the world and to provide employment for others.

Probably the majority of the great educational institutions in the land owe their existence to the endowments made out of the proceeds of business. Everywhere we see important industries now controlled by the sons of men one poor, but who believed in their own destiny. Millions live in the enjoyment of affluence derived from hard work done before they were born. Inherited possessions imply responsibility as well as power, opportunity and plenty. They are sacred trusts, to be fostered and transmitted to oncoming generations. The spending of our garnered substance than in the consciousness that we have done our part well through the years of our active lives and the knowledge that, through it all, we have played the game fairly and wronged none.

O.C.P. STUDENTS' OFFICERS

At a meeting of the students of the Ontario College of Pharmacy for the year 1922-23, held during the month just passed, the following officers were elected to serve for the coming session of the college: Honorary President, Dean Heebner; Honorary Vice-President, Miss Gwen P. Harrison, Dunnville; President, Lloyd C. Mulligan, Hamilton; First Vice-President, Miss Norma W. Hibbert, Kingsville; Secretary, Lewis N. Freely, Brantford; Treasurer, Harold W. Work, Brussels. Committee in General—Miss M. A. Williams, Port Arthur; Miss Elizabeth Griffin, Hamilton; William W. MacQuillan, Dunnville; Raymond W. Dunn, Woodstock; W. Alex Stuart, Peterboro.

Committees and representatives to deal with various students' activities were elected at a subsequent meeting.

MENDING HOT WATER BOTTLES

A Western druggist believes he has solved the problem of the leaky hot water bottle. There are bound to be some claims on hot-water bottles that a druggist cannot turn down, he says. If he gives a refund or a new bottle he has cancelled the profit on several bottles. If he turns down the customer almost invariably a woman that claims the return privilege. One day this druggist was talking to a tire-patch salesman, and, after finding that the patch would do away with a lot of inner tube worries thought that it might work on a hot-water bottle. He tried it and it did work. Now, when the angry woman comes in ready to throw back a hot-water bottle, he reminds her that even inner tubes go wrong—but that they can be fixed. In a few moments, while she waits, reading the magazine, he puts the tire patch on the bottle. The woman goes away satisfied and the druggist has saved replacement and loss.

GETTING AFTER DRUG RING

The Quebec Provincial Government is to introduce radical legislation at the present session to deal with the drug problem in Montreal Premier Taschereau has announced. The intention is to prevent that city from becoming the headquarters of a number of drug distributors and an energetic move may be expected.

HOW WE MADE CAMERAS PAY

By Leo. A. Kane

First we had the word "cameras" painted on each of our windows in heavy gold letters. People couldn't pass our store without knowing that we had stocked the goods.

Inside the store we placed advertising cards around the tops of the show-cases. On each side of the wall we put seasonable pictures. One of these, to cite an example, represented a soldier making use of a vest-pocket camera. Another one showed a bunch of boy scouts taking pictures.

A part of the store is given over entirely to cameras and supplies. The section includes a large show-case, together with a wall-case back of it.

Here is a point that needs emphasizing. We believe that an uneducated clerk is a menace, that he can very quickly reduce volume of trade in this particular department. Those who handle the goods in our store know cameras from A down to the end of the alphabet. We are able to explain things, to tell a customer why he didn't get good results.

It takes salesmanship to sell goods of this kind, and in the last analysis salesmanship must rest on an intelligent explanation. Every day we have to tell people what developing paper should be used, what powder should be employed, what the advantages of the film tank are, etc.

When we sell a machine we try to make the customer feel that the transaction has by no means ended. We explain that we are not only ready but eager to teach the buyer how to make use of his purchase. We show him how to put the film in place, how to adjust the lens for the light, and explain time and distance. This never fails to reap a large reward in the way of appreciation, and it almost invariably results in having the customer come back to us, not only for films and other things, but for advice and guidance. He recommends us to his friends, too; not infrequently he brings a customer along with him.

An exclusive section for this department; window displays, counter displays; outside advertising; clerks who understand the game; suggestions in detail to purchasers—these are the things that count. Of course a good stock should be carried. If a customer is greeted by the term "just out" a few times he fails to come back.

CHRISTMAS CAMERA WINDOW

A rather attractive Christmas holiday window was used last year by F. A. Jackman, of Ottawa, Ont., to exploit cameras and it proved fairly successful. To those who didn't buy it drove home the fact that we carry cameras, and therefore served a useful purpose all around.

First a picket fence was constructed about six inches high. It was built to run around the front and two sides of our display window.

The floor was covered with cotton wadding, over which was sprinkled artificial snow.

The biggest box camera in stock was placed in the centre and little toy evergreen trees were scattered around to give the appearance of a grove.

A Santa Clause sleigh was waiting on the ground, while, on top of the camera, old St. Nick himself was standing ready to climb down a little red chimney, all of which helped to give the effect of a little country village.

The background of red and green and evergreen boughs served to impart the necessary atmosphere to make it an effective Christmas window.

The druggist who doesn't study the markets pays for his ignorance.

MAKING PHOTOGRAPHIC SUPPLIES DEPARTMENT PROFITABLE

Cutting out the objectionable features—High school pupil, an enthusiastic camera fiend, handles department like expert.

THE camera business, profitable as it may be as a sideline, has several objectionable features connected with it, writes Henry L. Hudes, a New York druggist.

It literally eats up time. As a rule whenever a batch of poor negatives is returned, considerable of the clerk's time is taken up in explaining where the fault lies and how to avoid the same trouble next time. Many minutes are lost in loading and unloading cameras. Very often, in selling a package of printed paper as much as ten or fifteen or even thirty minutes are required for the transaction. In short, it may be safely said that in seventy-five per cent of the sales made behind the camera counter, twice as much time is consumed in explanations as in required to actually make the sale. It is a business of interminable explanation.

It was largely to offset this feature that we devised a plan which, much to our surprise, doubled our camera business.

A high school is located not far from our store. We got in touch with the principal and through him secured the services of a third-year student who anticipated going to college and who was an enthusiastic camera fiend. He was eighteen years of age, had a camera of his own, and knew a whole lot about amateur photography.

We put him behind the counter, where he soon became

familiar with the stock and with the prices. He worked from four in the afternoon until eight-thirty in the evening during week days and all day each Saturday and during the holidays. His entire time was spent in this one department, and when not occupied with customers he kept busy reading the trade journals, catalogues, circulars, etc., pertaining to photography.

In this way he became very familiar with the various supplies not often called for, as well as with the different new processes relating to printing and developing. He examined all work returned from our photographer, and also was prepared to criticize fully and to make suggestions.

In a very short time our new man knew more about our camera department than the rest of the store force combined. It is surprising, in fact how little time it takes for a man who is actually and enthusiastically interested to master certain phases of the art. It is the thing he likes to do best, and he digs in. What he learns sticks in his mind, as he becomes proficient he at the same time becomes competent. That's the value of having some one on the job who had rather monkey with cameras than do anything else.

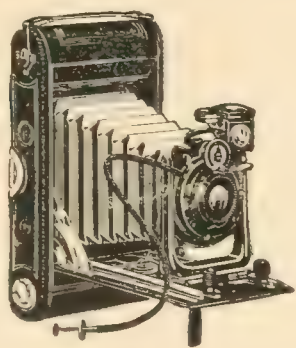
Besides his salary, we allowed our special camera man two dollars' worth of material each week gratis, this for his own use in experimenting. We got him to take many pictures of outdoor school activities, and enlargements of these were constantly kept on display. This served to increase the interest in enlargements.

Playing the opportunity to the utmost, we inserted advertisements in the school monthly. This brought us some profitable business from a source which in the past had not been contributing to our welfare.

During the first month of the student's connection with us we sold seventeen cameras. Altogether we figure that the happy thought increased our business in this particular line 33 1-3 per cent.

And the greatest item, we figure, is the saving of time. While the special man is on, the regular store force is released for the regular work.

It would seem that this plan, with possibly some modifications to meet local conditions, can be advantageously worked out anywhere.



Have You Selected Your—

Snapshot

to enter for Derman's
COMPETITION

Fine Prizes, Costs You Nothing
CLOSES SEPT. 30th

DERMAN'S DRUG STORE

STRIKING KODAK WINDOW DISPLAY

The M. H. Robertson Drug Stores, a trio of Brantford, Ont., stores under one management, introduced the summer kodaking season with a striking display. "A kodak filling station" was the title of the window. From film boxes had been constructed a miniature filling station. Outside, similar to the way in which regulation autos line up to get gasoline, was a line of kodaks, placed on a gravelled path, awaiting their turns to get "filled." The window drew much favorable comment.

REQUIREMENTS OF CAMERA TRADE

By C. A. SMITH

The camera trade is one that requires a little time to build up, and a great deal of enthusiasm to keep going. Advertising is needed, too, in order to boost it along. And back of it there must be a man who knows and likes cameras.

That isn't much, is it?

Buying is an important factor. A fresh, clean stock has an appeal of its own. On the other hand I have never found large orders profitable. It is far better to order in small lots, for constant freshening of the stock has a pulling power, especially so far as films are concerned. One of the best camera salesmen I have ever known made an almost absolute failure of the line by overstocking. At one time he pitched forty dollars' worth of films out of the back door.

And there is another important feature in building up a good camera trade. Put a real enthusiast back of the counter. It seems to me that a young man who can make friends with the young set is best for this place; one who can advise them in their work and who can arouse genuine interest in amateur photography.

No other feature has so largely repaid me for the knowledge, salesmanship and enthusiasm put into it. When I began selling cameras I knew little or nothing about them but I liked to handle them. I had a little camera of my own, and my failures and successes with it were of incalculable assistance to me in selling.

So when I choose a camera salesman, I pick one who is genuinely interested. No other can get the line across.

Many amateurs have become discouraged because of the poor results they got at the beginning and have discarded their outfits. This has happened when a little advice might

have put them on the road to good pictures and more and more films. I run a regular bureau of advice and information on how to get good negatives and how to do printing and developing. It is one of the best ways to keep cameras in action.

A camera club with annual contests is a good thing. The prizes offered for the best local views, best children's pictures, snapshots, etc., means more machines at work and this, in turn, means that more films will be sold.

I have made good money and lots of customers by taking in old cameras on new ones. A customer may be dissatisfied with the limitations of his present machine and, on liberal terms, he may desire to trade it on a new one. He'd consider himself extravagant were he to buy another machine outright. But the fact that he can trade in the one he has already used seems to have a big influence in ridding his mind of this idea.

I have never had the least trouble in the matter of disposing of old cameras. I always get enough to swing myself clear. Even on old plate cameras I haven't lost.

In building the trade I have followed two ideas. One is to sell cameras the year around, and the other is to keep those sold at work during the whole year. A camera is the best Christmas gift there is, and it is equally good for graduation. Birthdays are always with us, and national advertising has made the camera an essential for a pleasant vacation. We follow along with our local ads, and these ideas can be made use of in window displays, also.

For the latter, material is furnished by the camera companies, although I think a local view comprises the very best advertising there is. The prospective buyer looks at a good print and thinks, "Well, if John Brown can take a picture like that, then, by George, I can too!"

I have found the line a good one. It has made money for me.

Illingworth's

PHOTOGRAPHIC PAPERS

Bromide, Bromide de Luxe, Slogas (Gaslight) Emulsion (Self-toning) and P.O.P. Post Cards in all grades. Thomas Illingworth & Co., Limited, London. Illingworth's are the Paper People.

AGENTS FOR CANADA, THE

National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

Photographic Supplies

The Retail Drug trade is the legitimate outlet for the sale of photographic goods. Tell them about your lines on this page.

Rates on request

WATKINS

EXPOSURE METERS



Special patterns
or Studio, Indoor
Kinematograph Colour Plate

STOCKED BY STORES

WATKINS METER CO. - HEREFORD, ENGLAND

Paget

Self Toning Paper

THE Collodion Self-Toning Paper backed by the knowledge and experience of the originators of the self-toning process—matchless for tone and texture.

Write for Trade Terms to:
Almagamated Photographic
Manufacturers, Limited
3 Soho Square
London, W.1. England



News of the Drug Trade from Here and There

Alexander Drugs Ltd., Toronto, is the name of a new concern opening in that city. Capital \$10,000; and principals, Benj. Rapp and Stanley Isbister.

Wm. A. Carley of Port Arthur, Ont., has opened a branch drug store at Schreiber.

A. E. Noice and A. E. Taylor, druggists of Haileybury, Ont., lost their stores in the big conflagration which burned that town a month ago.

Miss Jean M. Mearns, daughter of F. S. Mearns, solicitor for the C.Ph.A. and O.R.D.A., was married at Toronto on October 10 to Lorne M. Firth.

Frank Kyle, druggist at Oakville, Ont., was married during the month, Mr. Kyle going to Louisville, Ky., for his bride.

Robert G. Smythe, druggist at Oshawa, Ont., was married at Kingston to Miss Margaret Shields during the month just past.

Wm L. Ker, of the Owl Drug Co., Victoria B. C., has purchased the Earl's Road Pharmacy at 386 Earl's Road, South Vancouver.

Gordon L. Agnew, who recently purchased the Victoria Drug and Photographic Company business, has changed that name to the Fairfield Pharmacy.

Heber Cooke has purchased W. G. Robertson's drug business at Courtenay, B.C.

John Cochrane, a Victoria B.C. druggist has moved his business to a new location directly across the street from his old store.

A. J. Pallot, recently with the Owl Drug Co., Vancouver, has opened a new store on his own account at 25th Avenue and Main Street, of that city.

Arthur J. Teiffel has moved his "Highland Pharmacy" from 11th Avenue to Broadway and Commercial rive.

R. A. Harrington, druggist at Spirit River, is opening a branch at Waterhole, Alta.

Donald F. Kirkland has bought R. P. Reekie's drug store at Dutton, Ont.

J. C. Wquhart has opened a drug store at Armstrong, B.C.

W. B. Packham has opened a new drug store on Bloor Stree, West, Toronto.

C. R. Earl has started a new drug business at Hamilton.

R. W. Weston has opened a new drug store at 112 Christie Avenue, Sarnia, Ont.

G. F. Findlay has opened a new drug store at Ansonville Ont.

The Council of the O. C. P. will meet in Toronto on Monday, November 20th.

E. W. Case and family of Picton Ont., are spending the winter in Toronto.

A. S. Boehmer is managing the Meikleham & Dalton drug store at Priston, Ont.

A. W. Neal has opened a branch store at 371 Danforth Avenue, Toronto, with C. Russel in charge as manager.

Gordon Smith has opened a branch drug store at Mount Dennis, Ont.

Donald E. Snider is managing Gordon Smith's drug store at 936 St. Clair Avenue, West Toronto.

Alex. Stewart has opened a branch store at Guelph, said to be one of the finest in the country, with W. S. Cinton in charge as manager.

J. D. B. Hatchwell has opened a new store at 1963 Queen street east, Toronto.

Walter Webber is now managing Pearce's branch drug store at Jarvis and Dundas streets, Toronto.

W. A. Carley has opened a branch drug store at Schreitier, Ont., in charge of A. D. Burch.

Fred Wood is now managing the Dunigan branch drug store on Delta street. Hamilton.

OPPOSES ONTARIO'S ANTI-COMBINES BILL

At a recent session of the Ontario Provincial Committee, R. B. Standbury, president of the Toronto Pharmacy eutical Association, added the voice of the drug manufacturers to the long line of business men who are opposing the introduction of the Anti-Combines Bill.

"Mr. Roebuck has told us that the English principle is freedom of contract and the American principle, freedom of trade," said Dr. Standbury. "I have always thought that we took our cue from the Old Country and not from the country across the line. In this particular case, I most certainly say 'No truck or trade with the Yankees.'"

Cut-price stores were not a benefit to the public in Dr. Standbury's opinion. "If the price is cut on some, it is made up on others," he stated. "What is done is that well-known and widely advertised lines are cut in price to a certain extent and the public pays through the nose on goods that he knows nothing about. The few lines are reduced are simply bait, that is all."

The speaker said that there was no agreements between manufacturers of drugs to raise prices. Each manufacturer made his own price for his own article with the particular retailers handling his line, and this was done as much for the benefit of the general public as for any other reason.

DRUGGIST WINS LIQUOR APPEAL

Judge Wallace has allowed the appeal of E. A. Rea the Woodstock, Ont., druggist, against him by magistrate Ball on September 20, on a charge of having sold intoxicating liquor to Thos. Carney in the form of a bottle of invalid wine.

When the case came before the Magistrate Mr. Rea was found guilty and ned \$200 and costs. After hearing argument of counsel on the evidence given at the Police Court trial, Judge Wallace quashed the conviction and allowed costs to the appellant. He could not understand, he said, how and why the Magistrate made the findings he did on the evidence submitted, and he disagreed with him on all the points made in the Police Court judgement.

R. N. Ball, Crown Attorney, in arguing the case, held that the Judge could not rewiw the evidence in the case, taking the stand that, so long as the Magistrate found in fact that there was evidence to support the charge, the evidence could not be reviewed. Judge Wallace discounted this argument, saying it would make the appeal Judge simply an echo of the Police Court, which he certainly did not intend to be. Mr. Ball asked for a stay of execution of the judgement and the case may be taken to higher tribunal.

GOODS ALWAYS IN DEMAND

All British Manufacture

Are You Stocked?

TRY IT IN YOUR BATH SCRUBB'S Cloudy AMMONIA MARVELLOUS PREPARATION Invaluable for Toilet and Domestic Purposes.

Sales Agents for Canada:—Harold F. Ritchie and Co., Ltd., 10 McCaul St., Toronto



TRADE MARK Reg'd.
Established 1847

THE LION LEADS NO LANCING OR CUTTING WITH Burgess' Lion Ointment

A CONTINUOUS RECORD OF SUCCESS

Stocked by the leading Wholesale Houses The Proprietary or Patent Medicine Act No. 600

For
Infants,
Invalids,



Convalescents
and
The Aged

The BRITISH MEDICAL JOURNAL says:

"Benger's Food has, by its excellence, established a reputation

ATKINSON & BARKER'S INFANTS' PRESERVATIVE

The Mother's Best Friend for over a Century.

R. BARKER & SON, Ltd., Wesley St., C-on-M., Manchester, Eng.

STOUT
PEOPLE
DEMAND
ANTIPON

The World's Most Popular Remedy for Obesity
Should be stocked by all up-to-date druggists and stores. From
all the leading wholesale houses, including The National Drug
& Chemical Co. of Canada, The
T. Eaton Co.,
Limited, Lyman
Bros. & Co.,
Limited, and
Sharland & Co.



Eldon Street, London, England

Owbridge's
Lung Tonic

FOR
COUGHS
FOR
COLDS

GUARANTEED ACETIC ACID SPINAL SYSTEM OF TREATMENT

A safe, simple and efficient External Remedy for Nerve complaints,
Gout, Rheumatism, Throat and Chest complaints, Spinal Stiffness, Liver
and all acute and Chronic Diseases.

Stocked by all Wholesale and Retail Houses in large and small bottles.
"The Acetic Acid" is a valuable remedy for Mothers' Milk.

"The Acetic Acid" is a valuable remedy for Mothers' Milk.

F. COUTTS & SONS, 6 Gt. Eastern St. LONDON, ENGLAND

Clarke's
Blood
Mixture

"Everybody's Blood Purifier."

In Greater Demand than Ever

BECAUSE of its great merit in the treatment of
Bad Legs, Abscesses, Ulcers, Glandular Swellings,
Piles, Eczema, Boils, Pimples, Sores and Eruptions,
and BECAUSE it is regularly advertised in Can-
ada, Clarke's Blood Mixture, the famous Blood Purifier, is
to-day in greater demand than ever. Over 50 years success.

Stocked by all principal wholesalers

TRUSSES

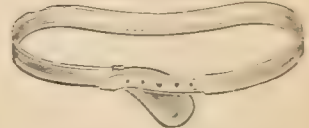
For All Markets

We make every kind of Truss, both English
and American pattern, in a variety of styles and
qualities, and shall be glad to submit drawings
and prices.

PRICE LISTS

ELLIS, SON & PARAMORE, Spring St. Works, Sheffield Eng.

"NON RUST"



SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised
and stocked by all Wholesale Houses.
Lyman Bros. Co., Ltd., 71 Front St. E., Toronto
Parke & Parke, Ltd., Hamilton, Ontario
The Shadeine Co., 58 Westbourne Grove,
London, W., England

FENNINGS' FEVER MIXTURE

as used throughout Great Britain and
Colonies for over fifty years

Wholesale Agents—SNIDER & BOSSONS, WINNIPEG

The Evan Williams

"Always in Great Demand"

Canadian Agents

Messrs. Palmers, Ltd., 100 LaPorte Street, Montreal

ORIGINAL
HENNA

SHAMPOO

Dr. STEDMAN'S TEETHING POWDERS
for Children

Dr. STEDMAN'S WORM POWDERS
for Children and Adults

From all the Leading Wholesale Houses

Depot: 125 New North Road, London, N. 1. England

"SPUN" OINTMENTS

THE LARGEST SALE IN THE WORLD

We pack everything necessary to a chemist's Business.
Write for our illustrated Catalogue.

Robert Blackie, Shen Work's Tower Bridge Rd., London, Eng.

SECCOTINE

REGD.

THE BEST GENERAL ADHESIVE THE
WORLD KNOWS. IT SELLS ON SIGHT.

FIRMAS

REGD.

A liquid preparation to be used
for cementing articles of Glass,
China, or Delph required to hold
hot or cold water—a marvellous product

— ISSUED BY MCAF STEPHENSON & CO. LTD. BELFAST, IRELAND

SOLE AGENTS: MENZIES & COMPANY, LIMITED,
439, KING STREET WEST, TORONTO

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid, lb.	\$.60	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pear, lb.	\$.60	Bromine, oz.20
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.15	C.P., oz.60
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.10	Chloride, oz.50
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots., each	2.00	Brompin, 1/4 lb., lb.	4.30
Arsenious (Arsenic), lb.20	Nitrate, pure, oz.15	Sulphate, 1/2 oz. bots., per oz.	8.25	Tablets, box of 25 each65
Arsenious (red), oz.10	Sulphate, pure, oz.15	Balsam, Canada, lb.	1.50	Brom. term., oz.25
Arsenious (pure lump), oz.05	Alumol, oz.75	Copaiba, Amer., lb.80	Bromural, oz.	3.15
Benzoic, from Gum, oz.	1.10	Alypin, 1/4 oz., bot., each	1.50	Copaiba, English, lb.	1.75	Broomtops, lb.50
Benzoic, from Toluol, oz.20	Amidol, oz.	1.00	Peru, oz.35	Cadmium, oz.25
Boric Crystals, lb.22	Ammonal, oz.	1.65	Tolu. oz.15	Bromide, oz.20
Boric, pulv., lb.22	Ammonal, tablets, oz.	1.65	Bark, Ash, prickly, lb.25	Chloride, oz.25
Butyric, oz.25	Ammonium Acetate, oz.15	Bark, Angustura, lb.	1.10	Iodide, oz.55
Cacodylic, 5 gr. bot., ea.30	Benzoate, oz.21	Bayberry, lb.90	Nitrate, oz.25
Camphoric, oz.90	Bichromate, oz.20	Canella, lb.35	Sulphate, oz.30
Carbolic, 1 lb. bots., each40	Borate, oz.20	Cascara, lb.25	Sulphide, oz.50
Carbolic, 5 lb. tins lb.32	Bicarbonate, oz.15	Cascarilla, lb.	1.35	Caffee, oz.40
Carbolic, 10 lb. tins lb.31	Bromide, lb.55	Cherry, black, lb.30	Benzoate, oz.	2.10
Carbolic, crude, Com'l., 2a80	Carbonate, lb.20	Cotton Root, lb.20	Citrate, oz.40
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Condurag, lb.60	Hydrobromate, oz.	1.20
Crysophanic, oz.35	Carbonate C.P., Merck's, lb.60	Flm. lb.90	Hydrochloride, oz.	1.35
Cinnamic, oz.80	Carbonate, powd. lb.21	Hemlock, lb.15	Salicylate, oz.	1.00
Citric, lb.85	Fluoride oz.15	Mezereum, lb.50	and Soda Benzoate, oz.80
Fluoric, 1 lb. bots., each	1.50	Glycerophosphate, oz.50	Peruvian, Red, lb.35	Calamine, prepared, lb.15
Fluoric, 1/2 lb. bots., each88	Hypophosphite, oz.30	Peruvian, yellow, lb.65	Calcium, metal, oz.	5.25
Fluoric, 3/4 lb. bots., each56	Iodide, oz.55	Pomegranate, lb.55	Acetate, oz.15
Gallic, oz.15	Liquor, fert., lb.18	Portar, lb.30	Bromide, oz.15
Glycerine, phosphoric, oz.65	Molybdate, oz.35	Sassafras, lb.50	Carbide, lb.15
Hydroiodic, oz.45	Muriate, lump, lb.25	Soap, lb.25	Carbonate, pure15
Hydrobromic, lb.50	Gran.15	Tamarac, lb.35	Carbonate, Precip., lb.10
Hypophosphorus, 10 p.c., oz.15	Nitrate, com'l. lb.35	Wahoo, lb.	1.15	Chloride, com'l., lb.08
Lactic, concentrated, oz.20	Nitrate, C.P. oz.15	Witch Hazel15	Chloride, pure, lb.	1.00
Mallic, oz.	1.20	Oxalate, oz.15	White Pine, lb.18	Glycerophosphate, oz.30
Meconic, oz.	4.25	Per sulphate, oz.20	Barium, Acetate, oz.30	Hypophos. oz.15
Molybdic, pure, oz.40	Phosphate, pure, oz.15	Bromide, oz.40	Hyposulphite, oz.15
Monochlor, acetic, oz.45	Phosphate, com'l. lb.30	Carbonate, pure, lb.60	Iodide, oz.65
Muriatic, com'l. lb.08	Sulphate, com'l. lb.15	Chlorate, oz.25	Lactate, oz.20
Muriatic, C.P., lb.28	Sulphate, pure, oz.10	Chloride, com'l., lb.25	Lactophosphate, oz.25
Nitric, com'l. lb.14	Sulphide, pure, cryst., oz.90	Chloride, pure, lb.70	Nitrate, oz.25
Oleic, pure oz.45	Sulphite, oz.30	Metal, 2 c.c. tubes, each	7.00	Oxalate, pure, oz.15
Osmic, 1 gramme tu., ea.	5.10	Sulphocyanide, oz.20	Nitrate, oz.20	Peroxide, oz.30
Oxalic, lb.25	Tartrate, neutral, oz.20	Oxide, Hydrate, com'l., oz.10	Phos. Percip., lb.25
Oxalic, pulv., lb.40	Valerianate, oz.75	Peroxide, Anhydrous, pure, oz.10	Phosphide, oz.90
Perchloric, oz.25	Amyl. Acetate, Oxide, oz.75	Peroxide, com'l., lb.	1.00	Saccharate, oz.20
Phosphoric, concent. 1500 lb.75	Butyrate, oz.35	Phosphate, oz.20	Salicylate, oz.45
Phosphoric, dil., lb.30	Formate, oz.25	Sulph. Precip. oz.10	Sulphate, Precip. lb.70
Phosphoric, glacial, oz.25	Nitrate, oz.70	Sulphide, pure, oz.15	Sulphide, oz.20
Phosphoric, syrupy, 1750 lb.53	Nitrite, oz.50	Beans, Calabar, oz.15	Sulphite, oz.15
Proligenous, lb.15	Valerianic, oz.70	Tonguin, oz.25	Sulphocarb. oz.20
Prussic, g.s., bots., doz.	3.00	Anaesthesin, 25 grm. pgks. each	3.85	Vanilla, Mexican, oz.60	Campher, in bulk	1.65
Pyrogallic, Marck's, oz.35	Amylene, Hydrate, oz.	1.35	Vanilla, Bourbon, oz.40	oz. blocks, lb.	1.70
Salicylic, natural, oz.60	Anthol, oz.65	Berberine, Sulph. oz.	3.10	Powdered, lb.	2.00
Salicylic, natural, oz.	1.00	Aniline, pure, oz.15	Benzole, lb.20	Monobromide, oz.	1.85
Succinic, oz.	2.00	Anisol, oz.50	Benzoin, lb.	2.35	Monobromide, oz.80
Sulphanilic, oz.50	Antikamnia, oz.	1.80	Benzosal, oz.	1.80	Cannabine Tannate, 15-gr. tubes, each60
Sulph. Ammon. lb.	1.10	Vest pocket, box, doz.	3.15	Benzyl Chloride, com. oz.50	Cantharides, whole, Chinese lb.	2.25
Sulphocarbolic, oz.35	Antimony, metal, oz.10	Berries, Backthorn, lb.	1.00	Powder, Chinese, lb.	2.25
Sulph., com'l., lb.12	Pulv., pure, oz.10	Cornus, Indicus, lb.75	Whole, Russian, lb.	5.00
Sulph., C.P., lb.25	Arsenate, oz.30	Cubebs, lb.	2.00	Powdered, Russian, lb.	5.10
Sulphurous, lb.20	Chloride, oz.45	French, lb.20	Canthardin, 5 gr. tube, each	2.25
Stearic, lb.60	Liver (crocus), lb.70	Juniper, lb.15	Carbon, Bisulph. lb.25
Tannic, lb.	1.25	Oxide, White (Acid Antimonie), oz.75	Laurel, lb.20	Tetrachloride, lb.30
Tartaric, chys., lb.45	Tart. Pulv. (Tartar Emetic), lb.70	Prickly Ash, lb.30	Castoreum, oz.65
Tartaric, pulv.45	Antinesin, oz.	2.25	Poke, lb.65	Celloidin, oz.	1.50
Trichloroacetic, oz.45	Antipyrine, Salicylate, oz.	1.50	Saw Palmetto, lb.40	Cerium, nitrate, oz.35
Uric, oz.	1.50	Antitoxine Neuralgic oz.	1.30	Betel, oz.70	Oxalate, oz.20
Valerianic, oz.	1.20	Antitoxine green, oz.25	Bismuth, Ammon. Citrate, oz.75	Chalk, French, lump, lb.40
Valerianic, pure amorph. gr.20	Apocodeine, Hydrochlor, 1 gr. bots. each25	Benzate, oz.85	French, powd., lb.05
Adeps Lanar, hydr.45	Aroclisine, oz.90	Benzanthrol, oz.35	Chirette, lb.85
Air, oz.75	Arbutin, Crystals, oz.	55.00	Carb. lb.	4.25	Chloramid, oz.85
Albumen, from egg, oz.35	Areca, Nuts, lb.65	Citrate, oz.40	Chloral Hydrate, lb.	1.30
Albumen, from blood, oz.35	Nuts, pulv. lb.75	Iodide65	Chloroform D & F, blue label, lb.	2.10
Alcohol, gallon	10.50	Aresoline Hydrobrom 15 gr. bots. each	1.20	Liquor, lb.80	D & F, pure, lb.	3.60
Amylic, C.P. lb.	3.00	Argentamine oz.60	Metal, oz.35	D & F Methyl, lb.	2.10
Columbian, spt. gal.	3.50	Argentum crede (Col. Argentum), oz.	4.00	Nitrate Crystals, oz.30	Commercial, lb.70
Methylated, gal.	1.60	Arginine oz.95	Oxalate, oz.40	Lysan's, lb.90
Wood gal.	1.60	Aristol. (substituted) oz.	2.25	Oxide, oz.50	Chlor. phyl. for spirits, oz.	1.20
Aldehyde, oz.10	Arrowroot, Formula, lb.	1.00	Oxychloride, oz.30	for oils, oz.65
Alkalin, oz.	1.50	Arsenic metal, oz.20	Phosphate, oz.45	Chlor. phyl. for water, oz.75
Almond, bitter, lb.50	Bromide, oz.50	Salicylate, oz.20	Chromium Acetate, oz.25
Almond, sweet, lb.70	Chloride, oz.50	Subiodide, oz.60	Carbonate, oz.50
Almond, oil, lb.20	Iodide, oz.75	Subnitrate, oz.25	Chloride, chloride, oz.60
Almond, pulp, lb.10	Sulphide, Red (Realgar), oz.15	Tribromphenol, (Xerolorm)75	Chloride, Salurian, oz.20
Alumina, coarse powder, oz.15	Asentol, oz.25	Valerianate, oz.45	Nitrate, oz.30
Alumina, fine, oz.15			Bala, Armenia, lb.25	Oxide, oz.20
				Borax C.P. Cryst. lb.30	Powdered, oz.30
				C.P. pulv., lb.30	Sulphate, oz.20
				Cryst.15	Cinchonine Muriate, oz.	1.50
				Pulv., lb.15	Pure Crystals, oz.95
				Glass, lb.40	Salicylate, oz.60
				Boroglycerine, oz.	\$0.15	Sulphate, oz.	1.10
						Cinchonidine, Sulph. oz.	2.00
						Cinchonidine pure, Cryst. oz.	1.20
						Hydrochlor, oz.	2.00

Citarin, oz.	\$0.90	Eserine, Salicylate, 5 gr. tube, each.70	Gum Seedlac, oz.10	Iron, Oxide, Com'l. lb.	\$0.20
Citrophen, 25 gr. pkt., each.90	Sulphate, 5 gr. tube, each.65	Shellac orange, lb.	1.25	Black, oz.15
Cobalt, oz.35	Ether, Sulph., lb.40	Shellac, bleached, lb.	2.25	Brown, pure, lb.40
Chloride, oz.30	Sulph., Squibbs, ¼ lbs., lb.	1.76	Shellac, Powd., lb.	1.30	" Saccharated, lb.60
Nitrate, oz.20	Ether, Valerianate, oz.	1.00	Storax, oz.10	Peptonized, oz.70
Oxide, oz.30	Ethyl, Bromide, oz.50	Spruce, lb.	1.25	Perchloride, oz.40
Sulphate, oz.20	Butyrate, oz.40	Substitute Yellow Dextrine, lb.10	Phosphate, Sarsaparilla, lb.15
Cocaine alkaloid, oz.	19.00	Formate, oz.30	White, lb.10	Pyrites, lb.30
Nitrate, ½ oz. ea.	5.00	Iodide, oz.65	Tamarac, lb.	1.50	Iron Pyrophos., oz.20
Salicylate, 5 gr. pkt. ea.	1.25	Eucaine, B., ½ oz., each.70	Thus (Turpentine), lb.35	Salicylate, oz.20
Muriate, oz.	7.25	Eucalyptol, oz.16	Tragacanth, pure, lb.	2.75	Sesquichloride, oz.10
Ueal, lb.75	Euresol, oz.	3.50	Tragacanth, extra select, lb.	3.25	Silicate, oz.20
Pulv., lb.85	Europhen, oz.	2.10	Tragacanth, 2nd select, lb.	2.75	Subsulphate, oz.15
Cocoa Butter, lb.75	Exalgine, 25 grs., each.	1.50	Tragacanth, Sorts, lb.	2.25	Succinate, oz.50
Codeia, Cryst., oz.	6.75	Exodin Tablets, ½ gramme each (boxes of 10 tablets) box50	Gun Cotton, oz.40	Sulph., Exsic, lb.12
Hydrochlor., oz.	9.00	Ferratin, oz.	1.00	Haemoglobin, oz.85	pure, lb.85
Phosphate, oz.	4.50	Ferropyrine, oz.	1.40	Hedonal, oz.	1.35	Sulphocarb., oz.30
Sulphate, oz.	4.75	Fibroslyn, tube, each.55	Heliotropin, oz.50	Sulphocyanide, oz.50
Colchicin, C.P., Cryst., 15 gr. bot., each.	2.65	Flowers, Arnica, lb.35	Holocaine Hydrochlor., 1 gramme bots., each.	1.00	Tart and Potash, oz.30
Colocynth, apple, lb.80	Chamomile, German, lb.55	Homatrophine, pure, 1 gr. tube, each.35	Valerianate, oz.70
Pulv., lb.	1.00	Chamomile, Roman, lb.	1.15	Hydrobromate, 1 gr. tube, each.50	Wire, fine, lb.50
Collodion, lb.60	Calendula, lb.	3.50	Honey, lb.25	Sulphide, lumps, lb.25
Canthar, oz.40	Flowers, Elder, lb.35	Hops, in packages, doz.	1.00	sticks, lb.30
Flexible, oz.10	Lavender, lb.65	Hydrastin, Alkaloid, 15 gr. tubes, each.	2.50	Isinglass, American Fish, oz.20
Styptic, oz.15	Rose, oz.20	Hydrastin, Hydrochlor., 15 gr. bots., each.	1.50	Brazil, oz.30
Coloring, Brandy, lb.20	Formaldehyde, lb.32	Sulphate, 15 gr. bots., ea.	2.30	Russian oz.	1.60
Cochineal, lb.50	Formin, oz.13	Hydrastinine Hydrochlor., 15 gr. tubes, each.	2.75	Jalapin, oz.	1.25
Confect., Opium, lb.75	Fluor Spar, powd., lb.15	Hydroquinine, oz.25	Juice Pawpaw, oz.70
Roses, lb.	1.25	Fluorescein, oz.90	Hyoscyamine, amorph., Cryst., 1 grain, each.40	Jalap, Resin, oz.75
Senna, lb.	1.25	Fuller's Earth, lb.10	Hydrochlor., 5 gr. tube, each.	1.75	Kamala, oz.50
Sulphur, lb.50	Powdered.07	Insect Powder, lb.70	Kaolin, lb.12
Copper, Acetate, pure, oz.20	Gadol, oz.40	Iodine, Chloride, Trl., oz.	1.10	Keratin, Peptonized, oz.	3.25
Arseionate, oz.20	Gallol, oz.60	Commercial, oz.42	Kesselguhr, Natural, lb.40
Aluminated, oz.10	Gallbromal, oz.60	Resublimed, oz.45	Koussou, oz.20
Ammonia Sulph. oz.15	Galls, powd., lb.50	Iodochloride, oz.60	Kola Nuts, lb.55
Bromide, oz.45	Garlic, lb.30	Iodoform, Cryst., or powder, oz.60	Lactophenin, oz.	1.15
Carbonate, lb.60	Gelatine for Hypodermic use, 100 grammes, each.	1.60	Iodoform, Deodorized, oz.	1.00	Lactucarium, oz.	1.25
Chloride, B., oz.20	Cox's, per doz.	2.00	Iodometh, oz.	1.10	Laevulose, Diabetic, 100 gm. tin, each.80
Citrate, oz.30	Gelatine, Silver label, lb.	1.25	Iodoformogen, oz.55	Syrupy, Microscopy, oz.	1.00
Cyanide, oz.25	Gelseminine, C.P., 5 gr. bot. each.70	Iodol, oz.	4.25	Lard, Benzotated, lb.50
Filings, lb.12	Hydrobromate, 5 gr. bot. each.70	Iodopin, oz.	1.05	Lead Acetate, C.P., Cryst., lb.55
Foil, oz.15	Hydrochlorate, 5 gr. bot., each.70	Iodophenin, oz.	2.00	Acetate, lb.20
Metal, oz.25	Sulphate, 5 gr. bot., each.70	Iodophenine, oz.	5.00	Acetate, powdered, lb.30
Nitrate, oz.15	Gingerine, oz.75	Iodothyryne, oz.	5.00	Arsenate, Com'l., lb.40
Oxalate, oz.35	Glass Wool, oz.45	Iodopyrine, 10 gramme bots., each.50	Carbonate, E.P., lb.90
Oxide, black, oz.25	Glucose, lb.12	Iridin, ¼ oz., each.	1.00	Chloride, pure, oz.15
Oxide, red, oz.30	Pure, oz.20	Iron Acetate, oz.25	Chromate, Fused, oz.15
Potass. Chloride, oz.20	Glycerine, lb.37	Ammoniated, lb.70	Dioxide, oz.10
Shot, oz.25	Glycin, oz.55	Ammonia, sulph., oz.15	Foil, Assay, lb.50
Sulphide, oz.20	Glycyrrhizin, Ammon., oz.90	Ammon, Mur., lb.50	Iodide, oz.40
Sulphate, pure, lb.55	Gold Bromide Mono, 5 gr. bot., each.70	Arsenate, oz.25	Nitrate, pure, oz.20
Sulphate, Com'l., lb.12	Bromide, Tri., 5 gr. bot. each.40	Arseniate, oz.20	Com., lb.25
Tartrate, oz.20	Chloride and Sodium, 15 gr. bots., doz.	4.20	Benzoate, oz.23	Oleate, oz.25
Wire, oz.25	Chloride and Sodium, soln., oz.	3.00	Bromide, oz.20	Oxide, black, oz.10
Cowhage, oz.	1.75	Chloride, dry, 15 gr. bots., doz.	12.00	Hydrogen, oz.20	Oxide, C.P., lb.85
Creosote, B.W., lb.	1.40	Oxide, 15 gr. bot., each.	1.55	Caedylate, oz.	3.00	Oxalate, oz.12
Carb., oz.35	Grains, Paradise, lb.40	Carb., Precip., lb.12	Peroxide, oz.25
Crocus, Martis, lb.38	Guaiacol, Carbonate, oz.45	Carb., Sacch., lb.75	Sulphate, C.P., oz.25
Croton, Choral, oz.85	Salicylate, oz.	2.35	Chloride (Ferriol), oz.15	Sulphide, oz.15
Cumarin, oz.45	Valerianate, oz.85	" Citrate, oz.20	Test, lb.40
Cuttle Fish bone, lb.45	Guaiacum, Rasp., lb.20	Ammonia, lb.	1.35	Leaves, Stramanium, lb.75
Powdered, lb.45	Guarana, Pulv., oz.20	Citrate & Quinine, 4 p.c., oz.40	Uva Ursi, lb.30
Daturine, Pure, 5gr. bot., each.80	Gum, Aloes, Barb., lb.25	10 p.c., oz.45	Lecithin, 15 gr. bot., each.40
Hydrochlor., 5 gr. bot., each.75	Aloes, barb., pulv., lb.30	B.P., oz.50	Tablets, (100 in bot), bot.	1.25
Sulphate, 5 gr. bot., each.75	Aloes, Cape, lb.35	" and strych., oz.25	Leigallol, oz.	1.85
Delphinine, 15 gr. bot., each.65	Aloes, Cape, pulv., lb.40	(Ferrocyanide), pure, oz.80	Leptandrin, oz.80
Diabetin, 100 grammes for Diacetyl Morphine, oz.	2.00	Aloes, Socot, lb.85	Filices, lb.20	Lime, Chloride, 1 lb., doz.	1.90
Diaphtherine, oz.75	Aloes, Socot, pulv., lb.95	Iodine, ¼ oz., each.	1.00	¼ lb., doz.	1.25
Diapente, lb.50	Ammoniac, lb.	3.00	Iron Acetate, oz.25	Liniment, Aconite, lb.	1.50
Diastase, Malt., oz.60	Arabic, select, lb.60	Ammoniated, lb.70	Belladonna, lb.	1.75
Digitalin, German, pure, ¼ oz., each.	4.00	Arabic, Sorts, lb.35	Ammonia, sulph., oz.15	Camph. Co., pure.	1.20
Digitine, pure, 5 gr. tube, each.40	Arabic, Pulv., Opt., lb.50	Ammon, Mur., lb.50	Chloroform, lb.	1.75
Dimethyl-Amidobenzaldehyde, oz.	1.75	Assafoetida, powd., lb.	1.00	Arsenate, oz.25	Croton, lb.	1.90
Dinion, 15 gr. tube, each.50	Assafoetida, lb.	1.25	Arseniate, oz.20	Iodine, lb.	2.50
Diphenylamine, oz.25	Arabic, Pulv., Sorts, lb.55	Benzoate, oz.23	Opil, lb.	2.35
Di-Thymol-Iodide, oz.	1.00	Benzoin, lb.65	Bromide, oz.20	Saponis, B.P., lb.90
Diuretin, Knoll, oz.	2.70	Catechu Com'l (Japonica) lb.27	Hydrogen, oz.20	Sinapis Com. lb.	2.25
Merck's (Theobromine and Soda Salicyl), oz.75	Catechu Cubes, lb.40	Caedylate, oz.	3.00	Terebinth, lb.	1.00
Edinol, powd., oz.	1.05	Catechu Pulv., lb.50	Carb., Precip., lb.12	Acet. lb.	1.30
Elaterium, oz.	2.80	Copal, lb.60	Carb., Sacch., lb.75	Liquor, Amm., Ammon Acet Fort., lb.30
Elaterin, Cryst., 15 gr. bot., each.	2.40	Damar, lb.60	Chloride (Ferriol), oz.15	Citras, Fort., lb.	1.25
Emetine, Alkaloid, 5 gr. bot., each.60	Euphorbium, lb.	1.45	" Citrate, oz.20	Antim Perchlor lb.25
Episcarin, Veterinary, oz.	1.00	Euphorbium, Pulv., lb.	1.50	Ammonia, lb.	1.35	Arsenic, Hydrochlor, lb.20
Pure, oz.90	Gamboge, lb.	2.25	Citrate & Quinine, 4 p.c., oz.40	Arsenicalis, lb.15
Ergot, lb.	6.00	Gamboge, Pulv., lb.	2.60	10 p.c., oz.45	Bismuth, lb.75
Pulv., lb.	6.25	Guaiacum, ordinary, lb.	1.25	B.P., oz.50	Carbo Detergeno, lb.	1.00
Ergotine, Beaujean, oz.	5.60	Guaiacum, pulv., lb.	1.50	" and strych., oz.25	Damocani, lb.40
Erythrol Tetranitrate Tablets, bots., of 24 each.	1.90	Kino, lb.	1.35	(Ferrocyanide), pure, oz.80	Episastiscus, oz.90
Eserine, C.P., 5 gr. tube, each.	3.10	Kino, pulv., lb.	1.45	Filices, lb.20	Ferri Acetas Fort., lb.40
C.P., 2 gr. tube, each.	2.00	Mastic, lb.	1.00	Iodine, oz.35	" Iodide, lb.	5.00
C.P., 3 gr. tube, each.	2.25	Myrrh, lb.	1.00	Hypophos., oz.30	" Perchlor Fort., lb.20
Citrate, tube, each.	1.50	Myrrh, pulv., lb.	1.00	Saccharated, oz.30	" Permit lb.20
Hydrobromate, 5 gr. tube, each.	1.75	Olibanum, lb.	1.20	Lactate, oz.30	" Persulph, lb.30
Hydrochlorate, 5 gr. tube, each.	1.75	Sandarac, lb.90	Lactophosphate, oz.35	Hydrag, Perchlor, lb.30
Nitrate, 5 gr. tube, each.	1.75	Sang Draconis, lb.	2.00	and Manganese Citrate, oz.35	Nit. Acid, lb.	1.30
		Sang. Draconis, powd., lb.	2.25	Peptonized, oz.35	Plumbi Acetas, lb.20
		Scammony, lb.	5.00	Nitrate Crystals, oz.25	Potassae, lb.20
				Oxalate, oz.25	Social Mar. Co. lb.	1.50
				Ferrie Scales, oz.20	Soda, Chlor., lb.18
				Oxalate and Potassium, oz.20	Soda Ethylate, oz.20
						Strychnine, lb.70
						Zinci Chlor., lb.40
						Limonice Paste, lb.	1.40
						Powd. Extract, lb.	1.75
						sticks, lb.	1.10
						Lithis Bitartrate, oz.20
						Benzoate, oz.30
						Bromide, oz.30
						Carbonate, oz.30

Lithia Chloride, oz.	\$0.25	Chloride, oz.20	Wine, oz.25	Cyanide, mixture,45
Carbonate, oz.30	Nitrate, oz.	\$.20	Wintergreen, oz.40	Glycerophosphate, oz.30
Trisilicate, oz.60	Oxide, oz.15	Artificial, oz.10	Hypophosphate, oz.15
Sulphate, oz.45	Salt, lb.30	Wormwood, oz.35	Hyposulphite, oz.50
Trisilicate, oz.35	Sulphate, oz.15	Wormwood, oz.	1.75	Hyposulphite, oz.15
Ammonia Granular, lb.	2.00	Nitrate, oz.15	Oil Cake, ground, lb.06	Iodate, oz.	1.20
Ammonia, lb.	2.85	Nax Vomica, powder, lb.45	ointments, Bismuthina, oz.35	Iodide, lb.	4.80
Asophen, oz.	2.25	Nyander, Reagent, lb.	1.00	Blue, lb.	1.30	Metabisulphate, oz.15
Butter, oz.	9.60	Oil Amber, crude, lb.	1.20	Borate Acid, lb.45	Nitrate, lb.25
Luplin, oz.65	Rectified, lb.	1.20	Canthar, lb.	1.10	" (P. S.)	.55
Lycopodium, lb.	2.25	Amalgam, Amata, pure, oz.	1.5	Carbonic, lb.90	Oxalate, Neutral, lb.	1.05
Lyceum, oz.	3.75	Persic, oz.	1.25	Creosote, lb.90	Perchlorate, oz.30
Magnesium, Ammonia Phos-		Aniline, oz.15	Creosote, lb.	1.25	Permanganate, lb.35
phate, oz.20	Anise, oz.15	Hyd. Ammon, Chlor., lb.	1.15	Phosphate, C.P., oz.30
Borocitrate, oz.25	Barana, lb.70	Brusadide, lb.	1.00	Prussiate, Red Cryst., lb.	1.55
Bromide, oz.40	Bays Green, oz.10	Camphor, lb.	1.10	Red Pulvis, lb.	1.60
Carb. (Vomica), lb.40	Bay Rum, oz.35	Camphor, lb.95	Salicylate, oz.40
" (Powdered), lb.60	Bergamot, oz.55	Carbonic, lb.	1.10	Silicate, oz.30
" (Crystallized), lb.85	Cafe, oz.15	Oxide, lb.	1.50	Silicofluoride, oz.15
Chloride, oz.20	Cageout, oz.15	Iodine, lb.	1.10	And Soda Tart., C.P.	
Citrate, soluble, lb.	1.25	Camphor, lb.60	Compd., lb.95	Cryst., lb.	1.40
Glycerophosphate, oz.40	Capsicum, oz.	1.15	Iodoform, lb.	2.00	Sulphate, Cryst., lb.	1.00
Hypophosphate, oz.30	Caraway, oz.30	Picis, lb.50	Pulv., lb.	1.00
Macrosium Metal, powder, oz.35	Cassia, oz.25	Plumbi, Acetate, lb.65	C.P., Cryst., oz.20
Nitrate, oz.15	Castor, English, 1st, lb.29	Plumbi, Iodi, lb.	1.75	C.P., powder, oz.20
Phosphate, oz.15	Ends, lb.25	Resin, lb.75	Sulphite, oz.25
Ribidon, oz.60	Pharmaceutical, lb.30	Simple, lb.65	Sulphocarb., oz.30
Salicylate, oz.20	Cedar, pure, lb.	2.75	Sulphur, lb.80	Sulphocyanate, oz.35
Sulphate, C.P., dried, lb.45	Cedar, Comm., lb.	1.50	Sulphur compound, lb.80	Sulphuret, lb.65
" Commercial, lb.07	Wood, lb. cedar,	1.00	Zinc, Oxide, lb.60	Tartrate, lb.	2.15
Sulphite, oz.15	Cedrat, oz.90	Oleo-Resin, Capsicum, oz.60	Propylamine, oz.	1.00
Wine, oz.60	Chaulmoogra, oz.50	Opium, oz.60	Chlor., oz.	2.50
Mallein (5 gramme tubes),		Chamamide, oz.	4.00	Opium, pulv., oz.65	Proton, powder, oz.75
each	1.00	Citronella, Comm., lb.80	Orange Peel,25	Pulvis, Aloes Co., lb.80
Maltese, oz.	1.05	Opt., lb.	1.10	Ground,30	Amygdal, lb.	1.00
Manganese, Borate, oz.85	Cinnamon, True, oz.	2.00	Pancreatine, Pure, Active,		Antimon Co., lb.60
Carbonate, oz.20	Cloves, oz.30	oz.30	Aromatic or Cinnamon Co.,	
Chloride, oz.20	Cocaine, lb.35	Papaine,		lb.	1.00
Glycerophos., oz.45	Cod Liver, Norway, gal.	2.25	Merck's, oz.	1.00	Pulvis, Creta, Aromat, lb.90
Hypophos., oz.30	" Mace Essential, oz.40	Paraformaldehyde, oz.20	C. Opil, lb.90
Iodide, oz.60	Cognac, green, oz.60	bot., each	2.00	For Mistura Creta, lb.45
Metal, oz.50	White, oz.20	Tannate, 15 gr. bot., ea	1.50	Ipecac Co., lb.	2.75
Oxide commercial, lb.	1.15	Copaiba, oz.	1.20	Pepsine, Boudaults, oz.	2.35	Ja'ap Co., lb.	1.90
" Black, rare, lb.	1.90	Coriander, oz.	1.20	Scale, Pure Soluble, lb.	4.55	Kino Co., lb.	2.40
Peptonized, oz.50	Cotton Seed, gal.	1.90	Pure, Soluble, oz.40	Licorice Co., lb.80
Phosphate, oz.20	Cubeb, oz.90	Pepsine, meat, dry, oz.30	Opil Co., lb.	2.75
Sulphate, oz.15	Older Resin, oz.	1.00	Perhydrol, 50 gramme bots.,		Rhei Co., lb.75
Manna, oz.15	Cummi, oz.85	each75	Scammony Co., oz.30
Menthol, lb.	10.50	Dill, oz.75	Petrolatum, Yellow, lb.22	Seidlitz, lb.35
Mercery, lb.	1.30	Erigeron, oz.90	White, lb.50	Tragacanth Co., lb.	1.25
Acetate, oz.30	Eucalyptus, oz.10	Phenacetine, oz.25	Thompson's Composition,	
Bichlor. (Carus) Sub-		Fennel, oz.45	Powd., oz. Phenalgine	1.85	lb.65
liminate, lb.	1.60	Fusel, lb.65	Tablets, oz. Phenalgine	1.85	Putty Powder, lb.90
Pine, lb.	1.65	Hemlock, pure, lb.	1.80	Phenazone, oz.35	Pyoktannin, blue, oz.	3.25
Ricin, lb.45	No. 2 lb.	1.20	Phenol, Bismuth, oz.80	Pyramidon, Swiss, oz.	1.50
Bromide, oz.80	Goose, lb.70	Phenol, Chloride, oz.45	Salicylate, oz.	1.50
With Chalk, oz.10	Jasmine, oz.	4.40	Phenolphthalein, oz.25	Pyridin, C.P., oz.25
Chloride (Colored) lb.	2.10	Juniper, Berries, oz.25	Phloroglucin, 1/2 oz., each	.80	Pyrogallol, Bismuth, oz.	1.85
Chl. Am (White Precip.),		Wood, lb.	1.40	Vanillin, 1/2 oz., each	.50	Pyrolignine, oz.	1.20
oz.20	Lavender, Eng. oz.	5.50	Phosphorus, lb.90	Quassia Chips, lb.20
Cresol, oz.45	Exotic, oz.25	Pentoxide, oz.60	Quassia, 15 gr. bot., each	1.85
Lab. Virens, oz.45	Lavender, French, oz.60	Red, oz.30	Quinine, Alkaloid, oz.	1.35
Nitrate Cryst., oz.30	Garden, oz.15	Pilocarpine, Alkaloid, 5 gr.		Arsonate, oz.	1.50
Nitric Oxide, Red		Lemon, Opt., lb.	1.50	bot., each75	Bisulphate, oz.90
Purple, oz.	2.30	Grass, oz.20	Hydrobromate, 5 gr. bot.,		Cacodylate, oz.	4.20
Orange 100 cc. oz.28	Unseeded Red, lb.	1.45	each90	Citrate, oz.	2.25
Orange 200 cc. oz.24	Raw, lb.	1.42	Muriate, 5 gr. bot., each	.38	Dihydrochlorate, oz.	2.25
Oxide, 100 cc. oz.30	Mace Essential, oz.40	Nitrate, 5 gr. bot., each	.38	Ferro Cyanide, oz.	2.05
Oxychloride, oz.50	Mace, Expressed, oz.30	Salicylate, 5 gr. bot., each	.60	Glycerophosphate, oz.	1.50
Oxychloride, oz.55	Malefern, oz.45	Sulphate, 5 gr. bot., each	.60	Glycerol, lb.	1.10
Sulphate, oz.45	Mastoid, antihial, oz.45	Pipe Clay, in squares, lb.16	Hydrochloride, oz.	1.10
Sulph. Flav. (Turpeth)		Essential, oz.	2.35	Piperine, 1 oz., each	1.80	Hypophosphate, oz.	1.40
Min'l, oz.40	Moraine, lb.45	Pitch, black, lb.07	Phosphate, oz.	2.25
with Soda (Ethiops)		Nearsfoot, gal.	2.00	Burgundy, lb.45	Sulphate, oz.90
Sulphate, lb.35	Neroli, oz.	2.00	Platinic Chloride, 5 p.c.		Salicylate, oz.	1.10
Sulphocyanide, oz.45	Nutmeg, oz.25	sol., oz.	3.80	Tannate, oz.	1.20
Tartrate, oz.35	Olive, pure, gal.	5.25	Platinum, Bichloride, 1/2		Valeriate, oz.	1.60
Tartrate, 1 oz.	1.50	Orange, oz.35	os. bot., each	8.00	Resorcin, oz.30
Medicinal, 1 lb.	1.25	Butter, oz.80	Foil, per gr.50	Resublimed, oz.	3.25
Medicinal, 5 lbs.	15	Opium, White, oz.20	Wire, per gr.50	Rice Flour, lb.15
Milk Sugar, lb.40	Red, lb.	2.50	Plumbago, lb.13	Radial 3 oz. bottle for	.90
Mistura, Lard Co., lb.60	No. 2 lb.60	Podophyllin, oz.	1.45	Root, Aconite, lb.45
Glycerol, Lard Co. (U.S.P.)		Palm, lb.23	Potassium, pure, 15 oz., each	.30	Pulv., lb.50
lb.60	Patchouli, oz.	1.00	Acetate, lb.85	Alkanet, lb.55
Morphia, Alkaloid, oz.	10.50	Pennyroyal, oz.25	Arsenate, oz.20	Angelica, lb.90
Acetate, oz.	4.50	Pepper, black, oz.	1.20	Arsenate, oz.20	Avicena, lb.	1.25
Bromide, oz.25	Oleo Resin, oz.	2.50	Benzoate, oz.70	Belladonna, oz.15
Muriate, oz.	4.50	Peppermint, American, oz.30	Bicarb. lb.50	" powder, lb.50
Sulphate, oz.	1.50	English, oz.	2.90	" Pulv., lb.50	Bellad. lb.30
Tartrate, oz.	10.00	Todd's, oz.	1.50	" C.P., Cryst., lb.	1.25	Pulv., lb.40
Vanillinate, oz.	20.00	Potassium, Amer., gal.	3.50	Bichromate, lb.25	Bardock, lb.35
Moraine, lb.60	" oz.45	" C.P., Crystal,	1.60	Elecampane, lb.32
Moss, Iceland, lb.60	Resorcin, pure, lb.60	Potassium Bisulphate, lb.	1.60	" pulv., lb.36
Irish, lb.20	Rhodi, oz.45	Potassium, lb.	1.45	Gala-gal, lb.35
Beached, lb.60	Rose No. 2 1/2 each	3.50	Ritant, lb.25	Cureuma pulv., lb.30
Mast, Castor, oz.	2.00	Rose Virgin, lb. each	4.00	Bismide, lb.45	Dandelion, lb.35
Mast, pure grain, grain		Rosemary, Dist. oz.	1.5	Carboxen, lb.45	Dock, yellow, lb.30
Myrtol, oz.	1.25	Sassa, lb.	2.00	Caustic, Purif. by alcohol		" cut, lb.47
Napthalene, E.P., Cryst., oz.15	Sassa, lb.	1.00	sticks, lb.85	Calamus, lb.75
E.P., pulv., oz.10	Sassa, lb.75	Chloant, lb.25	Calamagrostis, lb.65
Bals, lb.75	Sassa, lb.25	Potassium Chlor. pulv., lb.25	Camphor, lb.20
Flake, lb.15	Sassa, lb.25	Pulv. C.P. lb.25	Castoreo, lb.30
Naphtho. Alpha, Recrys		Sassa, lb.25	C.P. lb. Crystal,25	Castoreo, lb.30
Medicinal, oz.33	Sassa, lb.25	Chloride, lb.40	Castoreo, lb.30
Beta Recryst Medicinal		Sassa, lb.25	Chloroplatinate, 15 gr.		Castoreo, lb.30
oz.26	Sassa, lb.25	bots., each	2.60	Castoreo, lb.30
Beta Recryst, oz.45	Sassa, lb.25	Chromate, Yellow, C.P.,		Castoreo, lb.30
Nickel, Metal, oz.20	Sassa, lb.25	oz.		Castoreo, lb.30
Bromide, oz.30	Sassa, lb.25	Citrate, lb.	1.25	Castoreo, lb.30
Carbonate, oz.15	Sassa, lb.25			Castoreo, lb.30

Licorice, extra select, lb...	.45	Snuff, Copenhagen, lb...	\$1.75	Nitrate, lb...	\$0.35	Granulated, lb...	\$0.75
Root Licorice, extra select, lb	.45	Macc, lb...	1.20	Oxalate, oz...	.10	" free from Arsenic,	
Root, pulv., lb...	.40	Scotch, lb...	1.30	Salicylate, oz...	.15	oz...	.25
Mandrake, lb...	.40	Lorillards, lb...	1.90	Sulphide, oz...	.15	Hypophosphite, oz...	.60
Mandrake, g'd, lb...	.45	Soap, Arsenical, lb...	.40	Strychnine, oz...	2.10	Iodide, oz...	.60
Marshmallow, g'd, lb...	.75	Castile, pulv., lb...	.40	Arsenate, oz...	2.70	Lactate, oz...	.35
Orris, lb...	.25	Curd, lb...	.40	Arsenite, oz...	2.70	Metal, pure, oz...	.10
" pulv., lb...	.30	Cocoonat, lb...	.25	Glycerophosphate, oz...	3.10	Nitrate, pure, oz...	.25
Pareira Brava...	.60	Soft, lb...	.30	Hydrochlorate, oz...	2.00	Oleate, oz...	.15
Pleurisy, lb...	.50	Viride, lb...	.25	Hypophos, oz...	2.40	Oxide, lb...	.22
Rhatany, lb...	.40	Whale Oil, lb...	.20	Nitrate, oz...	2.25	" pure, lb...	.35
Rhei, E.I., lb...	1.10	Soda, Acetate, lb...	.35	Sulphate, oz...	1.65	" Hubbards, lb...	.75
Rhei, E.I., pulv., lb...	1.25	Aluminate, oz...	.12	Phosphate, oz...	2.25	dry process, lb...	.40
" Turkey (so-called)		and Ammonia Phos. (Micro-		Valerianate, 1/2 oz...	.80	Permanganate, oz...	.70
oz...	.30	scini Salts), lb...	.85	Stypticin, 15 gr. bot., each	.60	Phosphate, oz...	.25
" pulv., oz...	.35	Arsenate, pure, dry, oz...	.15	Tablets, box, each...	.65	Phosphide, oz...	.35
Sarsaparilla, Honduras		Arsenite, pure, oz...	.15	Succus, Conium, lb...	1.10	Salicylate, oz...	.80
lb...	1.10	Ash, lb...	.06	Tarax, lb...	1.60	Stearate, oz...	.15
Mexican, lb...	.80	Benzoate, oz...	.10	Sulfonal, oz...	1.50	" Comp., oz...	.60
Senega, lb...	1.50	Biscarb, oz...	.07	Sulphaminol, oz...	2.00	Sulphate, pure, oz...	.20
Serpentaria, lb...	1.10	" Chance's, lb...	.10	Sulphur, Chloride, oz...	.15	" C.P., Cryst., lb...	.30
Sombul, oz...	.50	Bichromate, fused, oz...	.15	Iodide, oz...	.50	" C.P., Gran., lb...	.30
Spigelia, lb...	1.45	Biphosphate, oz...	.15	Precipitated, lb...	.35	" C.P., dried, lb...	.40
Squills, white, lb...	.20	Bisulphate, pure, oz...	.15	Opt., lb...	.50	Sulphide, pure, oz...	.15
Pulv., lb...	.45	Bisulphite, lb...	.25	Powdered, lb...	.06	Sulphite, oz...	.20
Saccharine, oz...	.30	Pure, dry, oz...	.10	Sublimed, lb...	.08	Sulphocarb, oz...	.15
Saffron, Amer, oz...	.20	Bitartrate, Cryst., oz...	.15	Extra, lb...	.14	Valerianate, pulv., oz...	.48
Spanish, oz...	2.25	Bromide, gran., lb...	.45	Rol, lb...	.07	Cryst., oz...	.48
Sal Acetosella, lb...	1.05	Cocodylate, oz...	.60	Vilum, lb...	.20		
Carlsbad, artificial, lb...	.30	Carb., C.P., Cryst., lb...	.35	Tamarids, lb...	.18		
Epsom, lb...	.1	" C.P., dried, lb...	.35	Tannalbin, oz...	.75		
Howard's, lb...	.05	Caustic, gran., lb...	.21	Tannigen, oz...	1.00		
Glauber, lb...	.21	" Sticks, lb...	.50	Tannofom, oz...	.60		
Sal Nitre, cryst., lb...	.18	" Sticks, pure, by		Tar, Barbadoes, lb...	.40		
Sal Nitre, gran., lb...	.18	alcohol, lb...	.65	Stockholm, lb...	.60		
Prunella, lb...	.65	Chlorate, oz...	.10	Terebene, oz...	.20		
Rochelle, lb...	.35	Choleate, oz...	.45	Terpin, Hydrate, oz...	.20		
Soda, lb...	.04	Chloride, pure, oz...	.10	Terpinol, Liquid, oz...	.30		
Salicine, oz...	.55	Cinnimate, 1/2 oz., each...	.15	Theobromine, oz...	.75		
Salol, oz...	.15	Citrate, oz...	.15	and Soda Salicylate, oz...	.40		
Salophen, oz...	1.75	Ethylate, dry, oz...	1.35	Theocin, oz...	7.50		
Sanguinarine, Alkaloid, 5 gr.		Fluoride, oz...	.10	Theocine, Soda Acetate, oz...	4.50		
bot., each...	.35	Formate, oz...	.15	Thiocol, substitute, oz...	1.35		
Nitrate, 5 gr. bots., each	.45	Glycerinophosphate, oz...	.25	Thioform, 25 gram...	.75		
Santonine, oz...	20.00	Hypochlorite, Solution, oz...	.10	Thiol, oz...	.40		
Santyl, Liquid, oz...	2.20	Hypophosphite, oz...	.20	Thiosinamine, oz...	1.00		
Capsules, 30 in box...	.75	Hyposulphate, oz...	.55	Thorium, Nitrate, oz...	2.10		
Saponin, 1/2 oz. bot., each...	.13	Iodide, oz...	.4	Thymol, oz...	.45		
Scopolamine, hydrochlor, 5		Lactate, Syr., oz...	.25	Thyroidine, oz...	1.35		
gr. bots., each...	.65	Meconate, oz...	2.25	Tin, Metal Sticks, oz...	.20		
Seeds, Angelica, lb...	1.00	Metaphosphate, oz...	.20	Granulates, lb...	2.50		
Anise, lb...	.40	Nitrate, Crude, lb...	.15	Powder, fine, oz...	.25		
" pulv., lb...	.50	Nitrate, Pure Cryst., oz...	.10	Rasped, oz...	.25		
" Star, lb...	.60	Nitro-prusside, oz...	.60	Toluene, lb...	.45		
Burdock, lb...	.40	Nitrate, oz...	.10	Tow, lb...	.50		
Canary, lb...	.15	Oleate, oz...	.15	Tribromphenol, oz...	1.60		
Cardamon, Decort, lb...	1.50	Oxalate, oz...	.20	Bismuth, oz...	1.00		
Pulv., lb...	2.55	Perborate, Medicin, oz...	.15	Triferrin, oz...	1.00		
Celery, lb...	.60	Permanganate, oz...	.30	Trikresol, oz...	.20		
Caraway, lb...	.40	Soda, Phosphate, gran., lb...	.12	Trional, oz...	1.50		
Caraway, pulv., lb...	.45	C. P., Cryst., lb...	.50	Triphehin, oz...	.75		
Colochici, lb...	1.25	C.P., pulv., lb...	.55	Tumenal, 25 grammes for...	.55		
" pulv., lb...	1.50	Salicylate, lb...	.80	Turpentine, chian, oz...	1.50		
Conium, lb...	.25	Natural, oz...	1.00	Venice, lb...	.35		
Coroander, lb...	.17	Silicate, lb...	.13	Unguentum, Crede, oz...	2.00		
" pulv., lb...	.20	Succinate, oz...	.25	Uranium Acetate, oz...	.75		
Croton, lb...	.25	Sulphate, C.P., Cryst., lb...	.35	Chloride, oz...	.60		
Cumin, lb...	.35	Sulphate, C.P., dried	.30	Nitrate, oz...	.30		
" pulv., lb...	.40	Sulphite, Cryst, or Gran.		Urea Crystals, Pure, oz...	.35		
Dill, lb...	.30	" C.P., lb...	.25	Nitrate, oz...	.65		
Fennel, lb...	.25	" Dried, C.P., lb...	.35	Urecedin, oz...	.60		
" pulv., lb...	.30	Sulphocarb, oz...	.15	Urethane, oz...	.60		
Flax, lb...	.10	Tartrate, C.P., oz...	.15	Vanilline, oz...	.90		
Flax, pure ground, lb...	.10	Sodium, Metal, oz...	.60	Veratria, pure, 1-8 oz each...	.90		
Foenugreek, pulv., lb...	.20	Solution Dobell's, lb...	.40	Verdigris, balls, lb...	.60		
Hemp, lb...	.20	Fehlings, No. 1, oz...	.05	Pulverized, lb...	.60		
Hyoscymus, oz...	.25	Fehlings, No. 2, oz...	.10	Veronal, substitute, oz...	.45		
Lobelia, lb...	1.75	Hydrarg, Bichlor., lb...	.65	Vinegar, Cantharides, lb...	.90		
Maw, lb...	1.00	Nitroglycerine, 1 p.c. oz...	.20	Wax, Bayberry, lb...	.80		
Mustard, White, lb...	.22	Vlemmicks (Calc. Sulph.),		Brazi, or Carnauba, lb...	.60		
Pumpkin, lb...	.35	lb...	.65	Ceracine, lb...	.60		
Quince, lb...	3.00	Somatose, oz...	.60	Japan, lb...	.45		
Rape, lb...	.20	Spartein, Sulph., 1/2 oz., oz...	1.75	Paraffine, lb...	.10		
Stavesacre, lb...	.75	Sparmaceti, lb...	.80	White, No. 1, lb...	.90		
" pulv., lb...	.80	Spirits Ammon., Aromat, lb...	.85	White, No. 2, lb...	.50		
Stramonium, lb...	.80	Camphor, lb...	1.15	Yellow (Beeswax), lb...	.50		
Strophanthus, lb...	.80	Chloroform, lb...	1.05	Xylol, oz...	.15		
Wormseed, lb...	.35	Stannous, Chloride, C.P., oz...	.25	Vohimbine, Cryst., 1 gram	1.05		
Selenium, in sticks, oz...	1.50	Stannic, Chloride, oz...	.60	tube, each...			
Sunflower, lb...	.18	Starch, powd., lb...	.15	Tablets, (tubes of 10			
Silver Bromide, oz...	2.00	Stearine, lb...	.30	each...			
Chloride, oz...	1.15	Strontia Bromide, lb...	.60	Zinc, Acetate, pure, oz...	.1		
e. 1/2 oz., each...	.25	Carbonate, oz...	.10	Benzoate, oz...	.50		
Iodide, oz...	3.20	Chlorate, oz...	.20	Bromide, oz...	.20		
Silver Neoclinatate, oz...	.70	Chloride, oz...	.20	Carbonate, lb...	.85		
Nitrate, crys., oz...	.85	Lactate, oz...	.20	" Precip., oz...	.15		
Fused, oz...	1.30			Chloride fused, oz...	.20		
Oxide, oz...	1.50			" Granul., oz...	.10		
Sulphate, oz...	2.00			Cyanide, oz...	.25		
				Ferrocyanide, oz...	.40		

TINCTURES

Aconite...	.80
Aloes...	.90
Aloes and myrrh...	1.15
Arnica...	.65
Asafoetida...	1.20
Belladonna leaves...	.90
Benzoin...	1.05
Benzoin, comp...	1.25
Blood Root...	1.35
Buchu...	1.35
Calendula...	1.75
Cannabis Indica...	2.25
Capsicum...	.85
Capsicum and myrrh...	1.40
Cardamom...	.60
Cardamom, comp...	.70
Catechu...	.70
Cinchona...	1.15
Cinchona, comp...	1.00
Cinnamon...	.95
Colchicum root...	1.00
Colchicum seed...	1.00
Columbo...	.70
Cudbear...	.50
Digitalis...	.85
Ferric chloride...	.85
Gelsemium...	.85
Gentian...	.60
Gentian, comp...	.65
Ginger...	1.05
Green Soap...	.60
Guaiac...	1.30
Guaiac, ammon...	1.20
Hydrastis...	2.60
Hyoscymus...	.90
Iodine...	.75
Iodine, colorless...	.80
Iodine, Churchill's...	2.00
Ipecac...	1.30
Iron, citre-chloride...	.35
Iron, muriate...	.35
Jalap...	1.70
Kino...	1.45
Krameria...	.90
Lavender Comp...	1.05
Lemon peel...	1.70
Lobelia...	.85
Myrrh...	1.45
Myrrh and capsicum...	1.40
Nutgall...	1.20
Nux Vomica...	.80
Opium, camphorated...	1.20
Opium (laudanum)...	1.30
Orange Peel...	1.05
Quassia...	.65
Rhubarb...	.70
Rhubarb, aromatic...	1.40
Sanguinaria...	1.85
Serpentaria...	1.20
Squill...	.80
Stavesacre...	1.10
Stramonium...	.80
Tolu...	1.25
Valeria...	.80
Valerian, ammoniated...	.85
Veratrum, Viride...	1.15
Warburg's...	3.10

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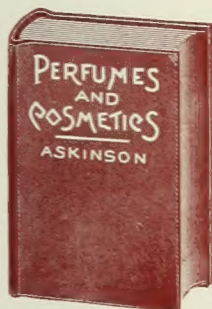
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Do You Suffer From:

Distress or pain in the pit of the stomach (especially about two hours after eating); Chronic Dyspepsia; Spells of Indigestion; Sour Stomach; Heart Burn; Feeling like a heavy weight drawn around the waist; Difficult, uneasy, distressful, or painful digestion; Biliousness or Bilious Colic spells; pain in the right side or between or under the shoulder blades; Shifting, Shooting, Biting, Boring, Burning sensations, or pains in right side, or around the waist line below ribs or under shoulder blades. (In some cases pains are felt more in the left side.) Intercostal Neuralgia; Spells of sick headache; Colic; Constipation (in a few cases Diarrhoea) Blues; Piles; Yellow, Sallow, Bloated or Itchy Skin; bad complexion, Gas on Stomach or in Bowels; Fermentation of food generating poisonous gases in the Stomach and Bowels, and absorbed through the blood, causing Anaemia, Pallor, Sallow Skin, Poor Blood, loss of memory, energy; Vitality, all gone; Gloomy, depressed feeling; irritability; languor; constant desire to sigh; poor circulation; cold hands, and feet; gas in stomach; Emaciation (although some seem to gain weight. Consequently the old saying among the Doctors, "Fair, Fat, Forty and Gall Stones.")

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